

LIFE

A black and white photograph of actor Nelson Eddy in a military uniform. He is looking upwards and to the left, holding a sword aloft with his right hand. He wears a dark uniform with a high collar, a peaked cap with a plume, and a mustache. The background is a plain, light color.

NELSON EDDY

SEPTEMBER 27, 1937

10 CENTS



"Some hills here - eh, mister?"

"Yes, but they flatten out with Ethyl!"

And you don't have to wait for a hill to feel the difference Ethyl makes. In traffic and in flat open country it pays its dividends in a cooler, sweeter, snappier motor. Wherever you drive, the "Ethyl" emblem on a pump means "best-grade" gasoline for these reasons:

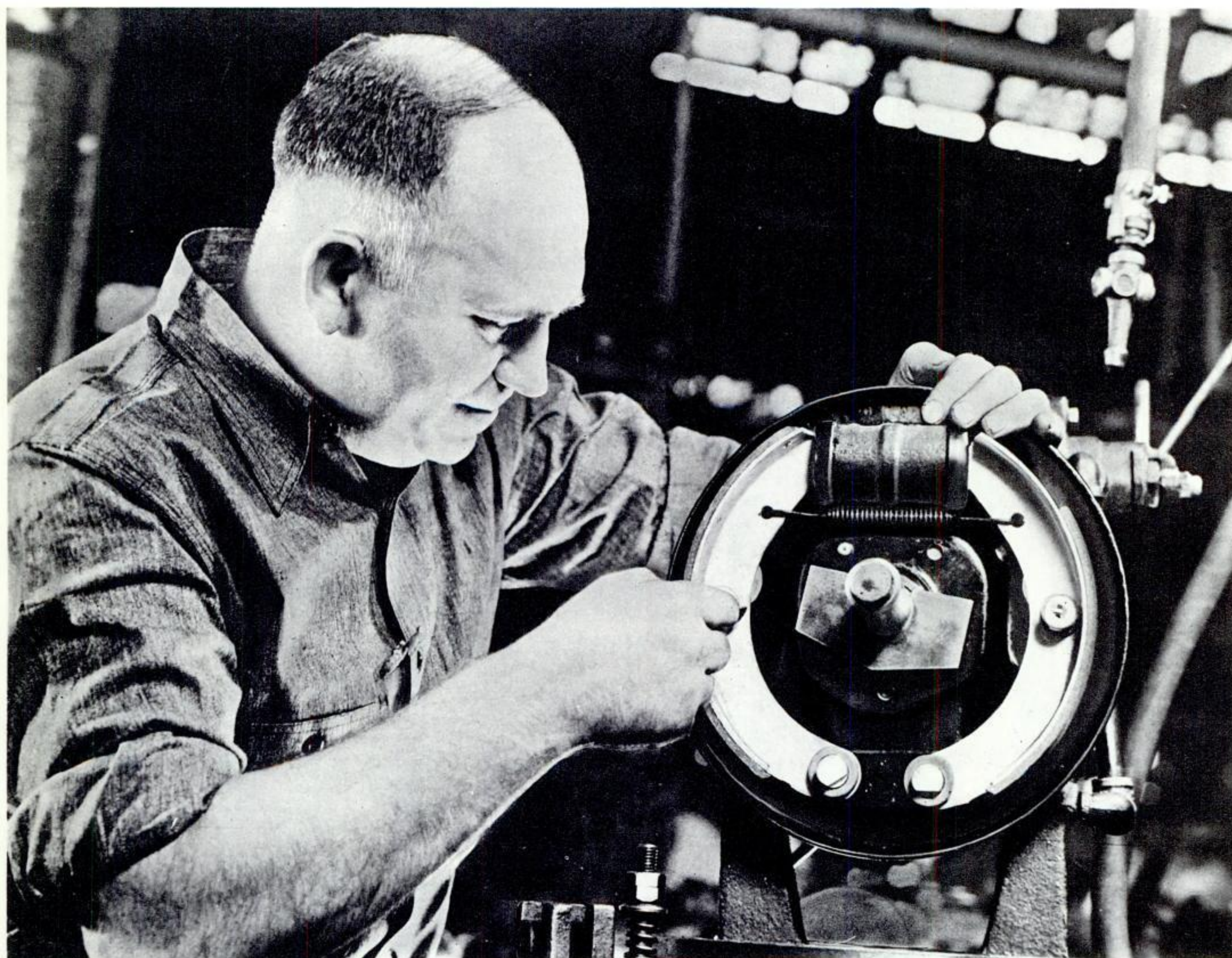
You get more anti-knock fluid (containing tetraethyl lead) in each gallon than you can get in the best regular-grade gasoline; and *all-round* quality that is *double-tested* by the oil company and the Ethyl Laboratories.

To you, this means 100% performance from your high compression engine . . . and a saving of both gas and oil, as Ethyl prevents harmful knock and overheating.



Look for this emblem on the base or globe of every Ethyl pump. It means best-grade gasoline.

NEXT TIME GET ETHYL . . . A BETTER RUN FOR YOUR MONEY



Every Plymouth's Had Them

WHY HAVE PLYMOUTH OWNERS always been so enthusiastic about their brakes?

You'll find the answer in the little black barrel under this Plymouth worker's finger-tips.

That "barrel" is an hydraulic cylinder. It holds *two* pistons that push out in two directions (toward the *front* and *back* of the car) against *two* brake shoes.

This two-way thrust is an important reason why Plymouth's brakes give smooth, level stops and why stopping is always under the *driver's control*. With *two* cylinders, the tendency to "jerk" and "grab" is overcome.

First among the low-priced cars with hydraulic brakes, Plymouth also pioneered the Safety-Steel body. This year, Plymouth's sensational Safety Interior gives both the driver and passenger a newly discovered protection. Scientific sound-proofing protects and rests your nerves.

Any car today must perform well, ride smoothly, handle easily. *Beyond that, Plymouth believes a car should be made as safe as human ingenuity can build it.*

And here is a good point to remember: the same features that have made Plymouth known everywhere as "the safest low-priced car" also help to make it "*the car that stands up best!*"—PLYMOUTH DIVISION OF CHRYSLER CORPORATION, Detroit, Michigan.

EASY TO BUY The Commercial Credit Company offers—through Dodge, De Soto and Chrysler dealers—terms which make it easy to buy a Plymouth—"the car that stands up best."

TUNE IN MAJOR BOWES' AMATEUR HOUR
Columbia network, Thursdays, 9 to 10 p. m., E. S. T.

PLYMOUTH BUILDS GREAT CARS

This One



37GH-5YT-77SG

*American for Flavor
Irish for Bouquet*

WILLIAM JAMESON

IRISH AMERICAN
Brand
WHISKEY

Contains 25% Pot Still Irish Whiskey and 75% Specially
Distilled American Straight Whiskey

*The Best
of
Two Worlds*

WILLIAM JAMESON & CO., Inc.
NEW YORK, N. Y.
80 Proof

WILLIAM JAMESON
ORIGINAL
IRISH AMERICAN
BRAND
WHISKEY

Produced in Association with
NATIONAL
DISTILLERS
ASSOCIATION

THIS WHISKEY contains twenty-five percent
pot still whiskey distilled by Jameson &
Co. Ltd. of Dublin Ireland & seventy-five percent
American straight whiskey distilled by
Jameson & Co. Ltd. of New York City
Produced & Bottled by them at New York

McHITT CUTLER

A **FREE** COPY... *For Your Library*

THE NILE

By EMIL LUDWIG

RETAIL PRICE FIVE DOLLARS

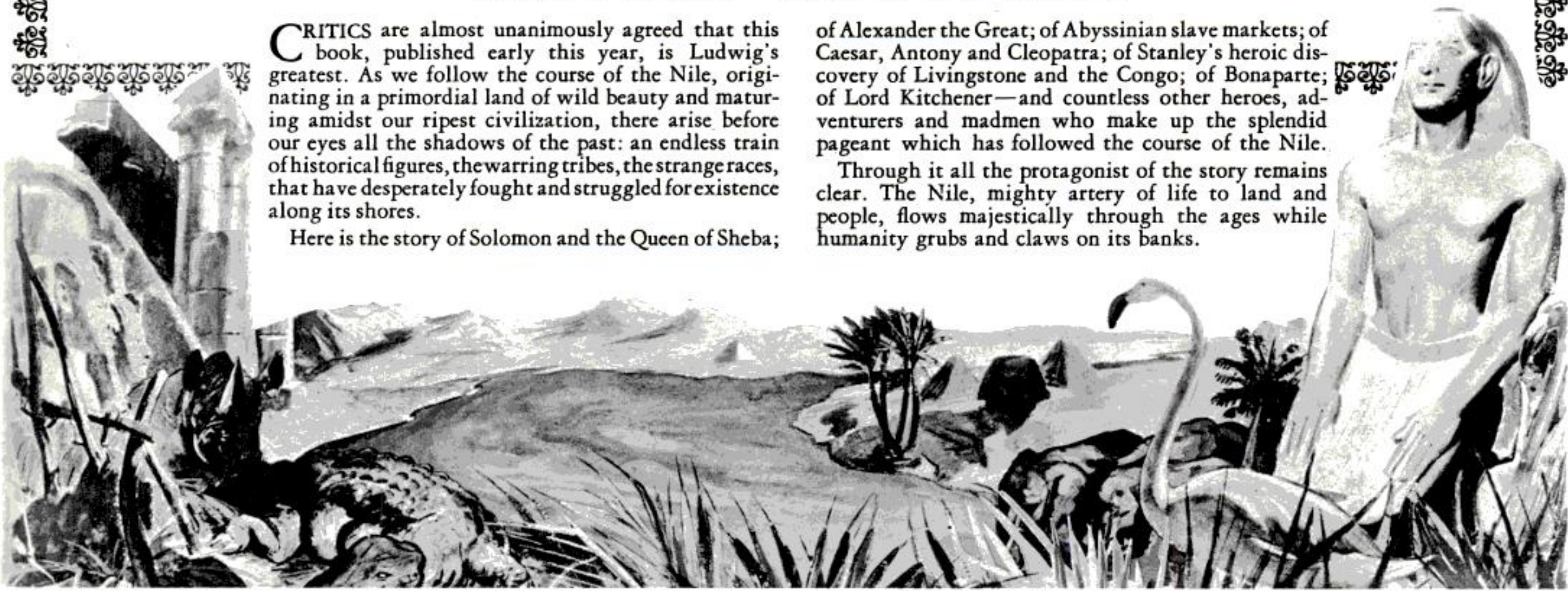
"WHAT A RIVER! WHAT A LIFE STORY!"

CRITICS are almost unanimously agreed that this book, published early this year, is Ludwig's greatest. As we follow the course of the Nile, originating in a primordial land of wild beauty and maturing amidst our ripest civilization, there arise before our eyes all the shadows of the past: an endless train of historical figures, the warring tribes, the strange races, that have desperately fought and struggled for existence along its shores.

Here is the story of Solomon and the Queen of Sheba;

of Alexander the Great; of Abyssinian slave markets; of Caesar, Antony and Cleopatra; of Stanley's heroic discovery of Livingstone and the Congo; of Bonaparte; of Lord Kitchener—and countless other heroes, adventurers and madmen who make up the splendid pageant which has followed the course of the Nile.

Through it all the protagonist of the story remains clear. The Nile, mighty artery of life to land and people, flows majestically through the ages while humanity grubs and claws on its banks.



WHY WE OFFER TO GIVE YOU A FREE COPY OF THIS BOOK

HERE is no reader of the *Life Magazine* who would not find it in many ways to his advantage to subscribe to the service of the Book-of-the-Month Club; and we make this extraordinary offer in order to demonstrate that this is the case.

What we here propose is this: mail the inquiry coupon, and a copy of this fine library volume will be put aside in your name, and held until we hear whether or not you care to join. In the meantime, a booklet will at once be sent to you outlining how the Club operates.

Study this booklet at your leisure; you may be surprised, for instance, to learn that belonging to the Club does not mean you have to pay any fixed sum each year; nor does it mean that you are obliged to take one book every month, twelve a year (you may take as few as four); nor are you ever obliged to take the specific book-of-the-month selected by the judges. You have complete freedom of choice at all times. You also participate in the Club's "book-dividends," which are valuable library volumes like *THE NILE* by Emil Ludwig. In 1936, the retail value of the books distributed free among Club members was over \$1,450,000. For every two books its members purchased, they received on the average one book free.

If, after reading the booklet referred to, you decide to join the Club, a free copy of *THE NILE* will at once be shipped to you.

Here is a very interesting fact; over 150,000 families—composed of discerning but busy readers like yourself—now get most of their books through the Book-of-the-Month Club; and of these tens of thousands of people not a single one was induced to join by a salesman; every one of them joined upon his own initiative, upon the recommendation of friends who were members, or after simply reading—as we ask you to do—the bare facts about the many ways in which membership in the Club benefits you as a book-reader and book-buyer.

SOME TYPICAL OPINIONS

The Nile stands among the finest of Emil Ludwig's works for its sheer exuberance in descriptive passage, its wise weighing of historical factors, its recreation of famous scenes and its deep human sympathies.

—HARRY HANSEN, N. Y. *World Telegram*

Is based on a magnificent conception and, I think, develops it with extraordinary skill and passion. Few books that I have read of late have afforded me more solid pleasure.

—CLIFTON FADIMAN, *The New Yorker*

Is not only one of the best things he has ever written but also one of the most richly rewarding of recent serious publications in any field.

—HERSCHEL BRICKELL, N. Y. *Evening Post*

What a river! What a life story! Neither the Ganges nor the Yangtze, the Amazon or our Mississippi carries such a flood of story with its water. . . . *The Nile* is, I think, Emil Ludwig's best book.

—LEWIS GANNETT, N. Y. *Herald-Tribune*

BOOK-OF-THE-MONTH CLUB, Inc.
385 Madison Avenue, New York, N. Y.

A229

PLEASE send me without cost, a booklet outlining how the Book-of-the-Month Club operates. This request involves me in no obligation to subscribe to your service. It is understood that if I decide to join I will receive a free copy of *THE NILE*.

Name.....

Address.....

City.....State.....

Business Connections, if any.....

Official Position or Occupation.....

If 18 years or under check here and address envelope to Dept. B ☐

Books shipped to Canadian members through Book-of-the-Month Club (Canada) Ltd.

“All God’s Chillun’ Got Shoes”

The Shoes of “chillun” of every age wage ruthless warfare on floors. Often “FLOOR POX” is the result. A fit name for unfit floors—particularly the scarred traffic lanes between rugs and in doorways that are the despair of housewives who haven’t found the preventive. Let LIFE readers know henceforth that “FLOOR POX” can easily be prevented . . .



No Floor Pox Here! Feet can romp and play over this shimmering floor from morning till night—and its beauty will never be marred by Floor Pox. Because it is one of millions protected with a lustrous beautiful coat of Johnson’s Wax. Say housewives: a few cents a room a few times a year for Johnson’s Wax gives floors mellow, enduring beauty—adds loveliness to the entire house. When you walk on wax, you save your floors.



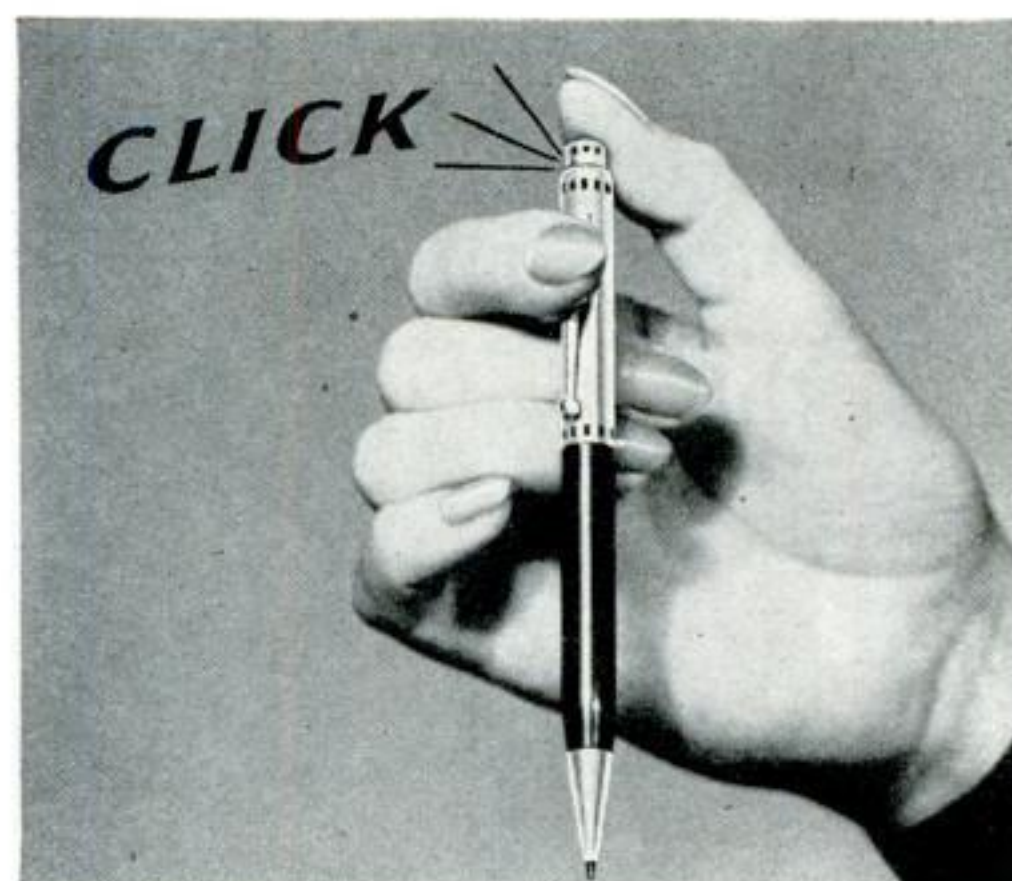
The New Eversharp Repeating Pencil

A NEW POINT... A NEW LEAD...

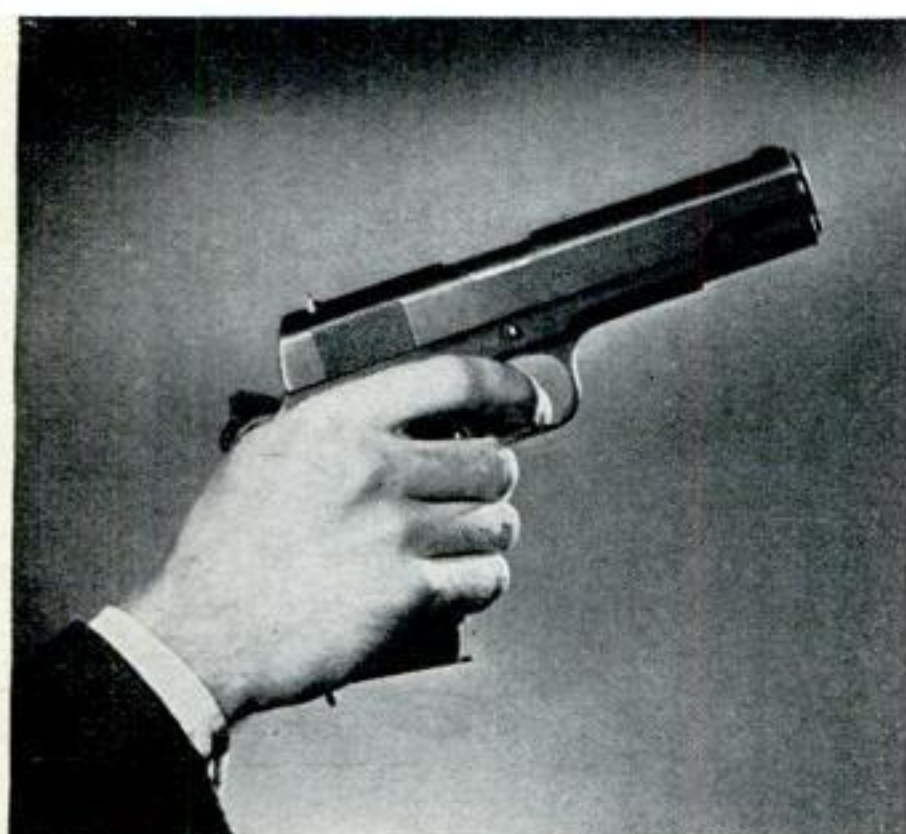
with one hand tied behind your back!



1 The handiest pencil ever created!—Here is a pencil you can sharpen with your thumb! Just press the top of this new Eversharp Repeating Pencil and *click!*—a new point appears! A point of just the right writing length!



2 When one lead is used—you don't have to refill this new Eversharp Repeating Pencil. Just press the top with your thumb—and a new lead takes its place, ready to write!



3 It feeds lead continuously!—Like bullet follows bullet in an automatic pistol, lead follows lead in this Eversharp Repeating Pencil. Just press the top and it feeds new points, new leads continuously—to put point back, press the top and push lead back in.



AUGUST



JANUARY

4 Fill it only twice a year!—Just lift the top and drop in enough leads for half a year of writing—nothing to unscrew, adjust or regulate. It's as simple as dropping a penny in a slot—and takes no more time!



5 A perfect writing combination! The Repeating Pencil uses Eversharp Square Lead—which fits it as the right key fits a lock. Square Lead fits *any* mechanical pencil better, tighter. It can't slip or twist—writes blacker, smoother—and holds a keener point. Ask for the "Red Top" package.



6 Look at all six! Six models—at your dealer's. And each is as handsome as it is handy! Black pyralin and rhodium, \$2. (black with green pearl, \$2.50); black or dubonnet pyralin and gold-filled, \$3.50; full length gold-

filled with black or dubonnet pyralin trim, \$5. (Slightly higher in Canada.) Eversharp is made only by The Wahl Company, Chicago, U. S. A.

THE NEW

EVERSHARP Repeating PENCIL

MADE BY THE MAKERS OF THE FAMOUS EVERSHARP PEN—
THE ONLY PEN WITH THE SAFETY INK SHUT-OFF

Now Instantly—Silently, Automatically

TOUCH TUNING

**BRINGS IN THE
PROGRAM YOU WANT**

NO more dial twisting! Now you can enjoy the greatest radio luxury—Touch Tuning! You choose your program by merely touching a button. There is a double row of buttons—with the call letters of your favorite stations plainly marked. Instantly, your program's there—automatically, and silently, tuned to hairline precision. With Touch Tuning, General Electric ends the long quest of the radio industry for completely automatic tuning.

The G-E Tone Monitor corrects distortion

A second great feature—the exclusive G-E Tone Monitor—makes the new 1938 General Electric the year's best radio buy. The Tone Monitor embodies a revolutionary improvement in circuit design. It corrects distortion. The result is an amazing improvement in reception. The high and low notes of orchestral instruments now come to you with a fidelity that is new and startling.

**\$10 down* delivers any G-E Touch Tuning
Radio into your home**

Buying a new radio this year offers extraordinary thrills. Stop in soon at your nearest G-E dealer's. See and hear the new G-E Touch Tuning models. Compare them as critically as you please with any radio at any price. This year, more than ever, you'll get most value for your money in a G-E Radio.

18 Super Value G-E Models to select from

Beautiful new console models, personal radios, armchair models, from **\$19.95 to \$295**. Prices slightly higher South and West—subject to change without notice.

Your G-E Radio Dealer will arrange liberal terms

*Through General Electric Contracts Corp.



*Press a button
—that's all*



GENERAL ELECTRIC

RADIO

FOR REPLACEMENTS SPECIFY GENERAL ELECTRIC PRE-TESTED TUBES

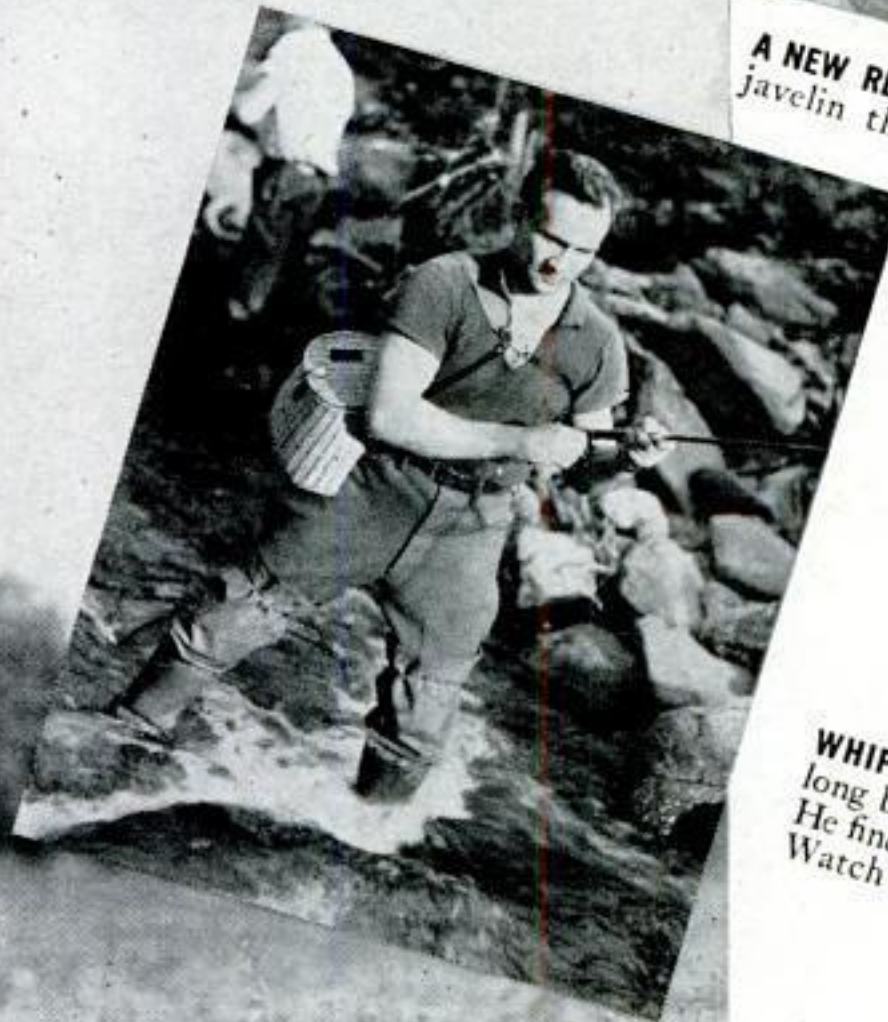
LISTEN TO THE G-E HOUR OF CHARM, MONDAY EVENINGS, 9:30 E. S. T. NBC RED NETWORK

"CAVALIER" CAPTAIN in 1936 . . . and a triple-threat man. Harry Martin gained a total of 2440 yards—scored 138 points—during his seasons of competition.

POPULAR at proms, as well as on the gridiron. He enjoys dancing—and shows it.



A NEW RECORD for the intramural javelin throw was set by Harry Martin. He also took first place in the discus throw.



WHIPPING trout streams has long been a hobby with him. He finds a sturdy Elgin Sport Watch a good companion to his fun.

"ASK A MARTIN AND THE ANSWER IS ELGIN"

writes **HARRY MARTIN**, University of Virginia, '38

One of "Old Dominion's" most famous athletes! Harry Martin has earned twenty athletic letters. He has starred in football, baseball, basketball, track, swimming and boxing.

"Traditions run strong with us," writes this popular young leader whose family settled in Virginia nearly 300 years ago. "And one of those traditions is ELGIN. Since great-uncle's day we Martins have been choosing ELGINS."

You will enjoy seeing the newest ELGIN models your jeweler is showing now. They are in growing

demand wherever spirited styling, dependability, and natural leadership are respected.

It requires more care, more skill, more science to produce timepieces like these. And only at ELGIN

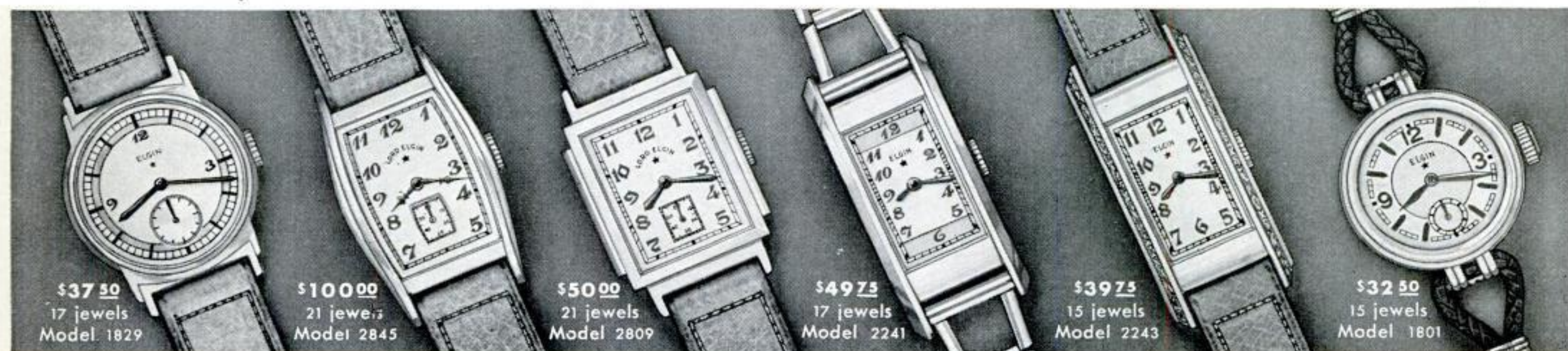
★ **ELGIN** ★

MARK OF AMERICAN LEADERSHIP SINCE 1865

do you find the perfect partnership between craftsmanship and science—a partnership which functions at every creative step.

Every ELGIN is solidly honest in every detail of materials and workmanship. Timed for accuracy to the absolute standard of the stars by means of an electrical device created through the cooperation of ELGIN craftsmen. Flawless . . . even under the microscope.

ELGIN models of 15 jewels and more are priced from \$25 to \$750. Other fine models from \$18.50.



\$37.50
17 jewels
Model 1829

\$100.00
21 jewels
Model 2845

\$50.00
21 jewels
Model 2809

\$49.75
17 jewels
Model 2241

\$39.75
15 jewels
Model 2243

\$32.50
15 jewels
Model 1801

Teacher's is a distinguished Scotch whisky with a lively, full-bodied tang. It's smooth, too, and is the choice of the exacting connoisseur . . .

"It's the flavour"



Made since 1830 by Wm. Teacher & Sons, Ltd., Glasgow

SOLE U. S. AGENTS: Schieffelin & Co., NEW YORK CITY · IMPORTERS SINCE 1794

"You'd be surprised"



"You'd be surprised!" So many of the things that have made trouble in our old house could have been prevented. This new booklet from Revere, 'The House You Live In,' is just full of suggestions I want to talk over with our architect."



"Seems to me we've just been living from leak to leak. Always patching the plaster. Now I know it costs less to use copper or brass piping, and we'll get rid of rusty water, too."



"Thank goodness for that. And while we're at it let's put in a rust-proof hot water tank. Just look at this water. I've had to tint all my lingerie so the rust stains wouldn't show."



"If we stayed in this house another year, we would have to replace all these rusty gutters, downspouts and flashings. We'll use copper on the new house and never replace it."

If you are going to build, buy or remodel, be sure to get a free copy of Revere's new booklet . . . "The House You Live In." It is full of suggestions that will save you money . . . give you more comfort and convenience. 32 pages of non-technical information for the home-owner. Send the coupon now.

Revere Giftwares . . . Paul Revere was famous as a silversmith long before the "Midnight Ride." Revere giftwares express the modern spirit in design and craftsmanship as truly as the Founder expressed the Colonial tradition. Illustrated catalog gladly sent on request.

Revere Copper and Brass

INCORPORATED



EXECUTIVE OFFICES: 230 PARK AVENUE • NEW YORK CITY



**Revere
Copper and Brass**
INCORPORATED

Dept. L.
230 PARK AVENUE, NEW YORK CITY

- ☐ Please send your new 32-page booklet giving helpful information for home building and remodeling.
- ☐ Also, please send complete catalog illustrating Revere gifts.

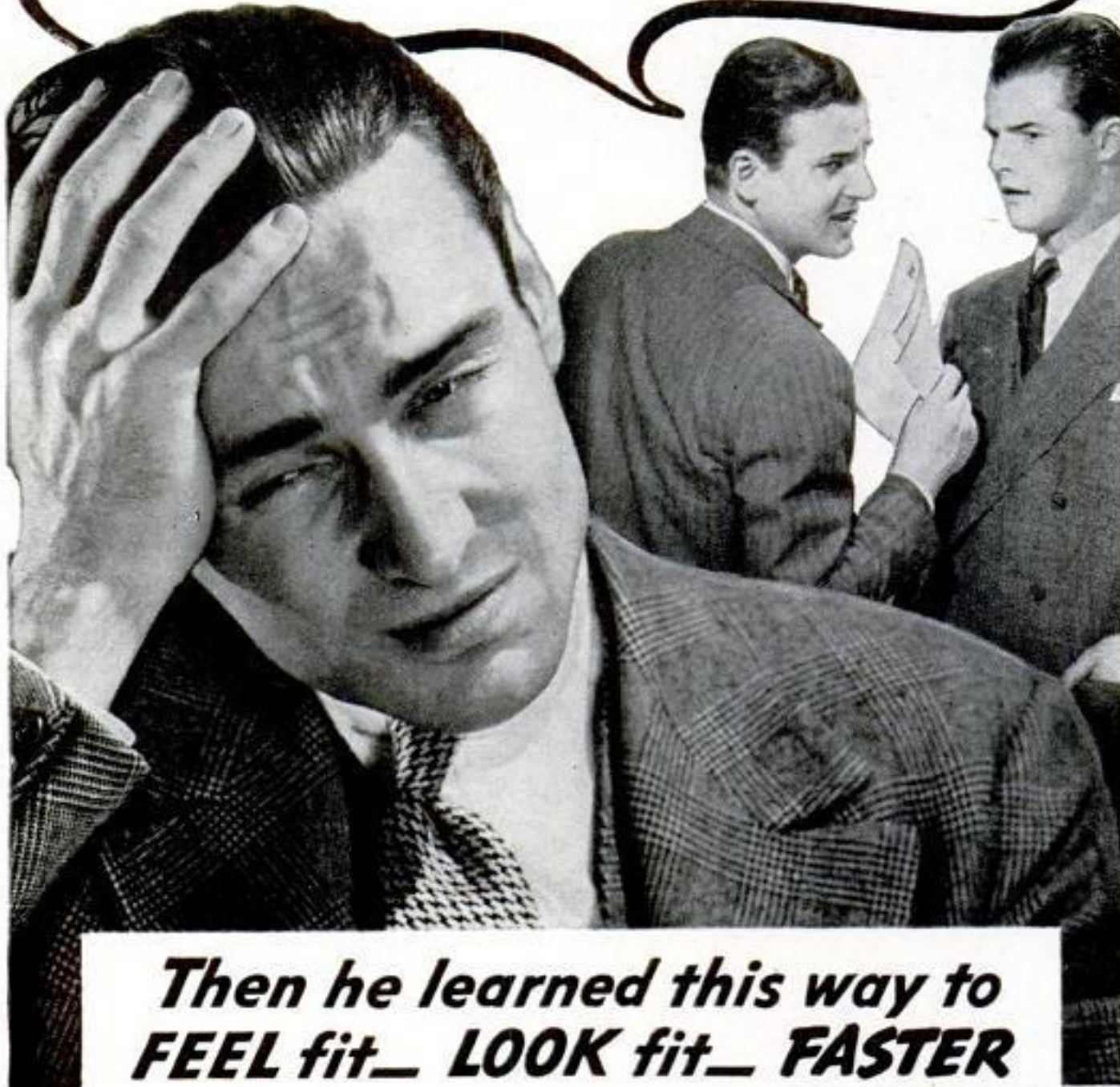
My Name.....

Street.....

City and State.....

L2

**RISKY TO COME TO
WORK WITH THOSE
DEAD-FISH EYES...**



GOSH, PETE, DO I
LOOK AS BAD
AS I FEEL?

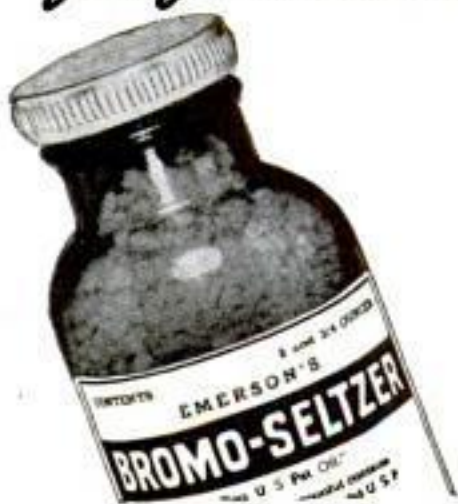
YOU'VE CERTAINLY
GOT A **MORNING-
AFTER** LOOK!
IT WOULD PAY YOU
TO TAKE SOME
BROMO-SELTZER

VERY SOON

BROMO-SELTZER
SURE FIXED ME UP!
I'M READY TO FACE
THE WORLD—AND
THE BOSS

YES, IT WORKS **FASTER**.
DOES MORE, TOO,
CLEARS THE **HEAD**—
HELPS **JITTERY**
NERVES—SETTLES
THE **STOMACH**

*Makes you
feel fit **FASTER!***



• Don't let hangovers endanger your job! Snap out of them with Bromo-Seltzer.

It stops your **HEADACHE**—*faster*, doctors proved, than anything else they tested. Calms jittery **NERVES**. Settles the **STOMACH**. It **ALKALIZES**—reduces the excess acidity overeating or drinking causes.

At all drugstores—soda fountains, everywhere. Keep it at home, too!

BROMO-SELTZER

LETTERS TO THE EDITORS

Weight-Gaining Diet

Sirs:

In the issue of LIFE, Sept. 6, in the series of pictures relating to the capture of the Kelayres, Pa., politician-murderer, Joseph J. Bruno, mention is made of his having increased his weight 20 pounds by means of a special diet.

As I would give my last clean shirt to add 20 pounds to my lanky frame, I take the liberty of asking if you are able to give me any information regarding the diet followed by Mr. Bruno.

A charter subscriber, I'm sorry to be forced to admit that I have yet to locate a fault in LIFE of sufficient importance to cause me to take the editors to task or to cancel my subscription.

PAUL S. HUBBARD
St. Petersburg, Fla.

LIFE is not in the business of prescribing diets. Let Reader Hubbard communicate with Prisoner Bruno in Eastern Penitentiary, Philadelphia, Pa.—ED.

Spotting Mussolini

Sirs:

It is very easy to recognize Mr. Mussolini in the photograph sent you by Mr. Cacace in LIFE, Aug. 30. Everybody knows how "essentially human" Mr. Mussolini is with the tens of thousands of liberals, freemasons, republicans, socialists, unionists etc. he has sent to prison and to the inferno of the islands of the Mediterranean Sea.

Mr. Cacace does not tell you that Mr. Mussolini goes nowhere without having first a good "clean up" by his police. As a matter of fact whenever Mr. Mussolini goes to a theatre or to a concert, the house is always bought in advance by the OVRA, his secret police. Even in the above-mentioned photograph many of the faces look suspicious!

E. REMINI

New York, N. Y.

War as Is

Sirs:

I wish to compliment LIFE on the pictures of war-torn bodies as shown in Sept. 6 issue. Let us have life as it is in LIFE. If more of such pictures could be published in more countries, we would have less talk of War. What makes the magazine LIFE so valuable to us all is the fact that pictures that are beautiful or about beautiful subjects are portrayed that way and when life is raw, rough or hard that's the way we find it in LIFE.

EUGENE HUBBARD
Hudsonville, Mich.

German Car

Sirs:

Surely a 10-year-old schoolboy should have known that the sedan shown on page 92 of your Sept. 6 issue bearing the Nazi swastika and carrying a wounded Chinese soldier, was not a German car as stated but a very well-known American car—the Studebaker.

FLOYD CLYMER
Los Angeles, Calif.

Sirs:

My employer, Mr. Floyd Clymer, wrote you regarding the

(continued on p. 12)

DU PONT PAINTS
for
EVERY PURPOSE
in Home and Industry

Quick Beauty
**WITH DU PONT
INTERIOR GLOSS**



"Her trip's my chance to surprise her. It's the last time she'll see our woodwork looking like *this!*"



"I'm glad you advised using Du Pont Interior Gloss. It's the best-looking finish for woodwork I ever saw. And say . . . it dries fast, doesn't it?"



"It's beautiful, Bill! I can't believe it's our old bathroom." "And it'll stay that way, Mary. You can wash this finish as easily as tile. Let's have the kitchen done too."

DU PONT
REG. U. S. PAT. OFF.

Paints..Varnishes
Enamels..Lacquers
DU CO-DULUX
REG. U. S. PAT. OFF.

NEW-TYPE MARGARINE WHOLESOME FOR CHILDREN!



A wonderful "thrift spread" for bread! Nucoa is a rich source of food-energy. With milk, eggs, fruits, and vegetables, it fits ideally into the balanced diet every growing child must have. Each pound supplies 3,400 food-energy calories—as many as the most expensive spread for bread.

Nourishing NEW NUCOA is deliciously different from ordinary margarines. Helps modern mothers balance their family's diet and their budget, too!



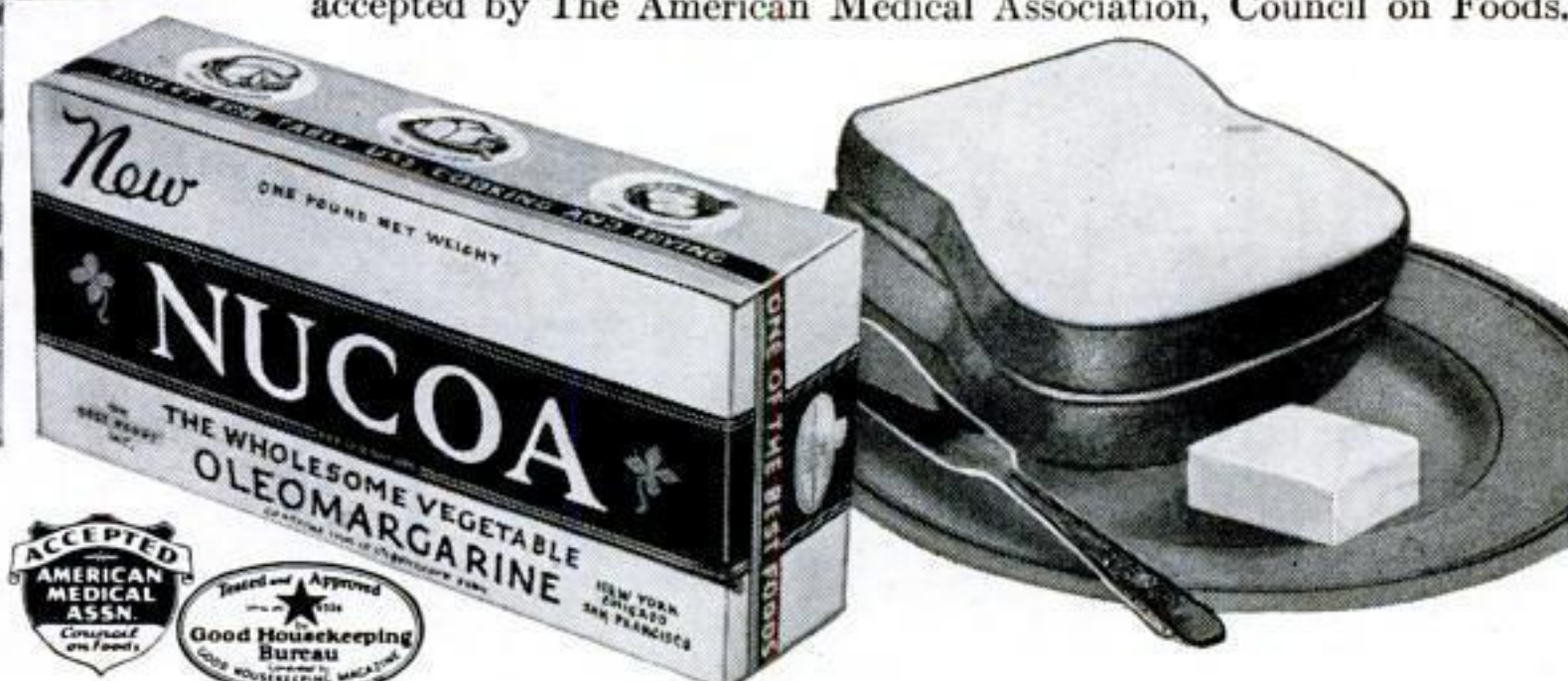
Makes cooking richer. Nucoa is a pure vegetable margarine, made from American farm products. It enriches all your cooking with its delicate flavor. Delicious on vegetables. An ideal shortening. Always so fresh and sweet.



Wins the "Hot Toast Test." Nucoa is a new and different kind of margarine, developed after years of research. When you taste its wonderful flavor on hot toast (a test for any spread!) all your prejudice disappears. Wholesome New Nucoa is churned by The Best Foods, Inc., makers of Hellmann's and Best Foods Real Mayonnaise.



Saves you money on every pound—and you can have every confidence in it. Nucoa is approved by Good Housekeeping Bureau and accepted by The American Medical Association, Council on Foods.



THE WHOLESOME "THRIFT SPREAD" FOR BREAD

OLD QUAKER

RICH MILD MELLOW
The Nation's Quality Drink



WHEN you go hunting for better whiskey, you won't find one in better tune with your taste than OLD QUAKER. Why? Because our theme song is: "There's A Barrel Of Quality In Every Bottle, But It Doesn't Take A Barrel Of Dough-Re-Mi To Buy It." For 59 years folks have agreed: "If it's OLD QUAKER, it's O. K.!"

OLD QUAKER

BRAND



STRAIGHT WHISKEY
As you prefer—in Bourbon or Rye

Copyright 1937, The Old Quaker Co., Lawrenceburg, Ind.

LETTERS TO THE EDITORS (continued)

German car with the Nazi swastika and carrying a wounded Chinese soldier in your Sept. 6 issue.

I was under the impression upon reading it that LIFE merely meant the car was owned by Germans and not a German-made automobile. If you have time would appreciate being advised which of us is correct.

MISS G. ONCKEN
Los Angeles, Calif.

Employee Oncken is right, Employer Clymer wrong.—ED.

Tips in Seattle Sirs:

LIFE, page 31, Sept. 6, quotes: "Old Gold says that none of the tipsters had all answers right."

For your information I wish to state that here in Seattle a correct list of the first 90 Old Gold cartoons sold for 50¢; a 96.7% correct list of the second 90 puzzles sold for \$5.00 (and an absolute copy of this list for \$2.50), and a completely correct list of the third and final series sold for \$5.00, which may in part explain why Seattle had 13 winners among the 200 major prize winners.

I submitted correct answers to all the puzzles but didn't win a prize.

HAROLD D. PORTER
Seattle, Wash.

Movie Give-Away?

Sirs:

Something tells me that I am acting as a representative for a great many people in writing this letter. If not, at least it will be a means of expressing my own gripe.

To the editors of a magazine that specializes in pictures, pictorial criticism of movies must have seemed ideal for thorough reporting. Reviewing a motion picture by pictures is, in fact, such a happy combination for you that you disregard the most obvious defect in this method.

I am concerning myself specifically with your accurate and exhaustive review of *A Day at the Races*, in which you disclosed all the punch shots, chuckled gleefully over the gags, telling them to us in detail and made yourselves otherwise annoying by acting the kibitzer in general.

In short, you give away too much in your pictorial reviews, leaving little to be anticipated and I daresay, enjoyed, by the public.

WALTER N. REILLY
Freeport, N. Y.

Do Reader Reilly's views really represent those of "a great many people?"—ED.

"Budget Balancer"

Sirs:

Your sneering reference to Alf M. Landon as a "budget balancer" (LIFE, Aug. 30) calls for a rebuke. This nation will soon see the day when a "budget balancer" will be very welcome, if we will be able to hear the cry above the walls.

MARGARET FURLOW
Norristown, Pa.

(continued on p. 15)



One Two Three and away goes she ... in Davenportes



Look for three things in hosiery, and find them all in Davenportes by Humming Bird:

- 1 Gossamer sheerness, protected for long wear by invisible extra silk.
- 2 Colors that are full of life and vibrant appeal.
- 3 The high-twist construction that brings flawless fit through exceptional flexibility.

It's worth while to shop for

Davenportes BY Humming Bird

Guarded by INVISIBLE EXTRA SILK
DAVENPORT HOSIERY MILLS, INC.
CHATTANOOGA, . . . TENNESSEE

KEEPERS OF THE LIGHT



Daily you pass the door of the oculist, optometrist, optician. . . . As you hurry by, their importance may scarcely provoke a thought. But let something suddenly or gradually impair your sight, and they become the most necessary persons in your life. . . . Then, but for their skill and learning in the intricate science of optics, the high-noon of your

vision might dim to dusk, or even to starless night. Your world would shrink to only that which you could touch, or hear, taste or smell.

Do not take your eyes for granted. Place them under the intelligent care of a competent eye authority—one of standing in your community, a "Keeper of the Light."

Overbrightness is one of the most irritating by-products of our modern civilization. On the street, in the office, at home—wherever you look—unwanted light stabs at your eyes.

It glares at you from unshaded bulbs and ill-placed lamps. It reflects from your book or papers. It bounces up from pavements, glints from windows, thrusts from bright metals and mirrors. All day long, millions of sensitive nerve ends are exposed to these repeated shocks. Little wonder if evening finds you all worn-out.

If you are conscious of unwanted light, take heed! Consult a competent eye authority. A simple test will quickly tell him if your eyes are suffering from

overbrightness. If so, Soft-Lite Lenses may prove to be the protection you need.

Do not confuse Soft-Lite Lenses with ordinary "colored glass." They are *light-absorptive* lenses of the finest quality—made at the great optical works of Bausch & Lomb in Rochester, New York. Special ingredients in the glass give Soft-Lite Lenses a unique capacity for absorbing excess light. By this absorption, glare is subdued, *light is pleasantly softened*. Soft-Lite Lenses have a delicate flesh-like tone, but looking through them the



wearer is not conscious of any tint. Color values are undisturbed. Images are clear. Vision is sharp. . . . Soft-Lite Lenses are obtainable on prescription from oculists, optometrists and opticians.

The Soft-Lite PROTECTION CERTIFICATE, shown at the left, is issued with every pair of genuine Soft-Lite Lenses. Be sure to ask for it.

Soft-Lite Lenses

FOR GREATER COMFORT AND BETTER APPEARANCE
AVAILABLE ONLY THROUGH LICENSEES

Stop fooling
with your teeth



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Johnson & Johnson
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Tek
TOOTH BRUSH



1¢ SALE

2 TEK TOOTH BRUSHES FOR 51¢
Now, at your druggist or drug department.
For a limited time only.

Why this sale?

Dentists everywhere are now recommending that you use two tooth brushes alternately, one for morning, one for night. This allows bristles to dry thoroughly, clean better, last longer.

We believe sincerely in the wisdom of this health plan. And so that you can benefit by it at once, we make this extraordinary offer.

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For the FASTIDIOUS



• **UNDERWOOD** specializes in a few distinctive kinds of soups. Each is outstanding in its home-style flavor and goodness. Take for instance:

BLACK BEAN SOUP

Rich, full-bodied, velvet smooth. Serve with slices of egg and lemon. . . . Some gourmets add a dash of sherry.

PURÉE MONGOLE

A rich purée of green split peas and tomatoes with julienned vegetables. (Don't dilute it if you like a thick soup at its best.)

CONSOMMÉ MADRILENE

This sparkling clear tomato-consommé may be served either hot or cold. It's delicious either way.

NEW ENGLAND CHOWDERS

Underwood's three famous chowders — Fish, Clam and Quahaug — all follow old Yankee recipes and are made with fresh New England fish, clams and quahaugs (hard shell clams) as their chief ingredients. Potatoes, onions and all the fixin's are added, of course.

If your grocer hasn't the ones you want, let us send you any or all of these delicious soups



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WM. UNDERWOOD COMPANY
Watertown, Mass. — Dept. L-927

Please send me items marked below
for which I enclose amount indicated:

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PURÉE MONGOLE	16-oz. can	17c	<input type="checkbox"/>
CONSOMMÉ MADRILENE	13-oz. can	15c	<input type="checkbox"/>
QUAHAUG CHOWDER	16-oz. can	17c	<input type="checkbox"/>
CLAM CHOWDER	10-oz. can	10c	<input type="checkbox"/>
FISH CHOWDER	10-oz. can	10c	<input type="checkbox"/>

Name _____

Address _____

City _____ State _____

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UNDERWOOD DEVILED HAM

LETTERS TO THE EDITORS

(continued)

Flying

Sirs:

After reading your Aug. 16 issue I became so enthused in private flying that I have decided to learn how to fly.

SIDNEY TRAURIG

The Bronx, N. Y.

Sirs:

May I congratulate you on your excellent pictures on the transport planes. The picture on "How to Fly a Transport Plane" was very educational.

Yours for more aviation pictures.

MAYNARD REDELL

New Orleans, La.

Sirs:

In your Aug. 23 issue, it states that one may train to become a transport pilot inside of six or more years. Could you please inform me as to where one could begin training? Nothing would please me more than to be a transport pilot for Pan American Airways.

JOHN WATERHOUSE

Schenectady, N. Y.

Let Reader Waterhouse consult his local airport on his flying ambitions.—ED.

Sirs:

Thank you for your very able and interesting report on Transoceanic Air Service in your issue of Aug. 23 and also for the detailed interior cross-section of the giant Boeing flying boats.

We seem to be passing through a period in which many newspapers and periodicals are interested only in playing up the misfortunes of aviation to such an extent that a large section of the public still becomes hysterical at the very thought of flying. I am sure most air-transport passengers will agree with me that there is no basis in fact for such an impression. Therefore, it is most gratifying to note that LIFE presents a report giving some insight into the tremendous development that is taking place in American aviation today.

DONALD R. WILSON

Lyndonville, N. Y.

Sirs:

To us who are actively engaged in private flying, and who are intensely interested in its advancement, it was indeed a pleasure to see the marvelous spreads you gave our pet hobby.

We are so used to seeing scare headlines in our local newspapers announcing the latest "tragic air disaster" that it seems almost impossible for such a nationally read magazine as yours to attempt giving the industry a pat on the back.

The public doesn't seem to realize that for each air fatality there are many many millions of passenger-miles flown in perfect safety, and that air travel compares very favorably in safety, with any other kind of transportation. The fear the general public has of flying is caused mostly by lack of knowledge of the principles of flight.

AL HANSEN

The Aviation Club of San Bernardino
San Bernardino, Calif.



"HEY, GANG!"

IT'S TOAST AND JAM TIME!"

THERE'S no age limit to playing the host or hostess with a Toastmaster Toaster. It might have been designed for children, it's so easy to use—and so much fun.

It's *fully automatic*. Just set the adjustment button for light, medium or dark, and that is what you get. The Flexible Timer allows more time when the toaster is cold, less when it's hot. Then, on the split second of perfection, up pop the golden-brown slices, both sides done to a turn, and off goes the current. No watching, no guessing, no burning, no turning!

No burnt fingers. No burnt toast.

No wonder children love to use a Toastmaster Toaster. No wonder husbands grin their appreciation at breakfast time—when a Toastmaster Toaster is on the job.

And no wonder favored ladies consider themselves lucky when some thoughtful friend bestows a Toastmaster Toaster on them as a gracious gift.

On sale, with other fine Toastmaster

Products, wherever quality appliances are sold.

FREE! "The Party's On"—A new and interesting booklet on entertainment ideas and games for young and old. Ask for your copy wherever Toastmaster Products are sold, or write direct to: McGraw Electric Company, Toastmaster Products Division, Dept. 114, Minneapolis, Minn.

European Sales Office: Frank V. Magrini, Ltd., Phoenix House, 19-23 Oxford St., London, W. I.



TOASTMASTER Toaster

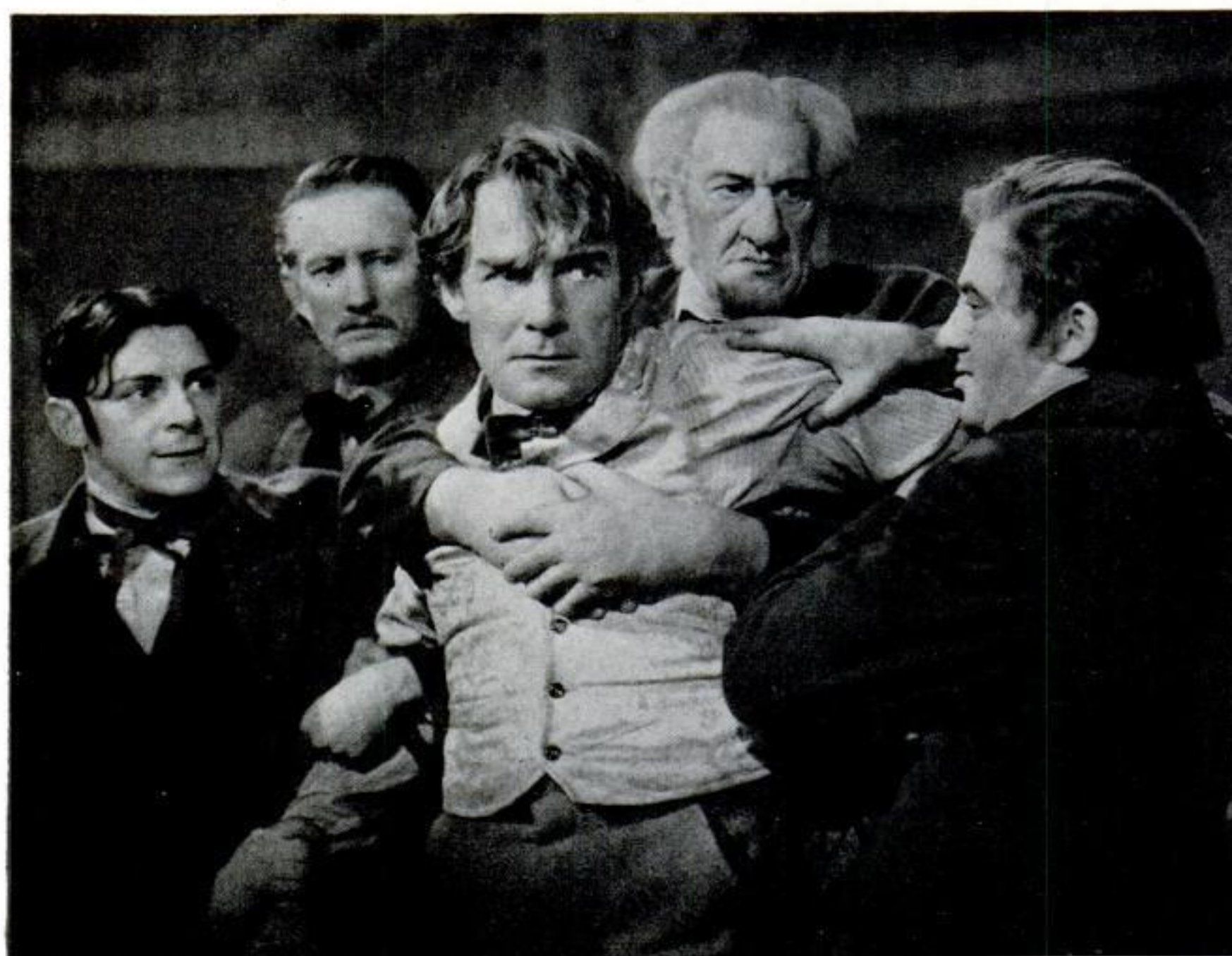
TOASTMASTER PRODUCTS—2-slice fully automatic toaster, \$16.00; with choice of Hospitality Trays, \$19.95 or \$23.50 . . . 1-slice fully automatic toaster, \$10.50 . . . Junior toaster, \$7.50 . . . automatic Waffle-Baker, \$12.50

Advertisement

Advertisement



"You'll love Irene Dunne," raves Chicago American's Maxine Smith; agree New York and Los Angeles critics who praise Miss Dunne's singing, Randolph Scott's thrilling portrayal of the brawny hero.



"Zooming Action, Stirring Drama," says Los Angeles Illustrated News critic, Harry Mines. Above you see proof of Mr. Mines' contention: Randy Scott in a high, wide and handsome brawl.

AMERICANA SET TO MUSIC IS PARAMOUNT'S

"High, Wide and Handsome"

When thousands rushed into the Pennsylvania hills for the Black Gold Rush of Pre-bellum days, they made millions for themselves and their backers. They also gave famed Jerome Kern and Oscar Hammerstein II, authors with Edna Ferber of the immortal stage version of "Showboat," builders of its tunes, an idea for another grand musical epic. With Rouben Mamoulian directing, with Arthur Hornblow, Jr., who gave you "Ruggles of Red Gap," producing, with Paramount Pictures spending high, wide and handsome to make this a moving picture "great," "High, Wide and Handsome" naturally becomes one of the important pictures of the year, merits N. Y. Times critic Nugent's superlative: "It's the best show in town."



"High, Wide and Handsome Music" will be heard about town for some time as Mr. Kern's tunes have a way of lingering long," adds N. Y. Evening Sun critic, Eileen Creelman. Above Miss Dunne and Mr. Scott singing the title song, "High, Wide and Handsome."

Advertisement



"Music with a reason in a stirring, highly adventurous picture," comments Associated Press critic, Robin Coons, remembering hit tunes "Can I Forget You?" and "The Folks Who Live on the Hill."



"Mr. Frawley as the irresistible Indian Brave." "Ben Blue as the addlebrained hired man." We quote the Times' Mr. Nugent. "A typically boisterous American comedy is 'High Wide and Handsome.'"



'Till "Life" is wired for sound, can
make its pictures move, we cannot do
justice to a picture as colorful,
as spectacular, as thrilling as
Paramount's "HIGH, WIDE and HANDSOME"

"Magnificent entertainment."
N. Y. World-Telegram's William Boehnel.

SPEAKING OF PICTURES . . .



Star Spangled Banner: "Oh, say can you see"



"Oh, long may it wave"



"In God is our trust"



"In triumph doth wave"



The Holy City is pantomimed in the Owen book by pictures above and at right. This pose is for "Hark! how the Angels sing."



"I saw the Holy City." For this, the actor is instructed to "bring right hand up to eyes, look out steadily into audience."



"Nearer, My God, to Thee" by Owen: This is "My rest a stone" is more dramatic than the Rosche pose for same line (below)



"Nearer, My God, to Thee"



"That raiseth me"



"... all my song shall be"



"Nearer to Thee"



"The sun gone down"



"My rest a stone"



"... my stony griefs"

. . . THESE ARE SONG-PANTOMIMES

The photographs on these pages illustrate a dying American art form, the art of song-pantomime. In song-pantomime, while a singer sings a song off stage, an actor on stage goes through a series of poses, each of which expresses a line in the song. The poses shown here, printed with the lines they accompany, are taken from instruction books published by the F. A. Owen Co. of Dansville, N. Y. and George F. Rosche & Co. of Chicago. The *Nearer, My God, to Thee* series (at bottom, opposite and below) is by Rosche, all the rest by Owen.

Song-pantomime first became popular in the U. S. about 1900 when Rosche, a pioneer, printed its first illustrated hymn. The heyday of the art was reached in the decade from 1910 to 1920. In those days, Rosche would sell 2,000 copies a year of each of the many hymns it published. In 1917, Owen came out with *Favorite Songs Pantomimed and Posed*. This volume included popular as well as religious songs and, perhaps because of the secular touch, it still sells about 1,500 copies a year. Rosche stuck strictly to hymns, ran into a post-War slump and today considers any hymn with sales of 150 copies a year a best seller. Rural churches are Rosche's best customers, with demand from Negro congregations picking up. Owen, which is also in the schoolbook business, sells its songs to music and elocution teachers.

The song-pantomimes can be executed by any number of singers and by a whole group of actors gesturing in unison. Rosche and Owen accompany poses with precise instructions as to placement of feet, hands, elbows, palms. Even facial expressions are indicated. Movements, according to Rosche, should be "gentle, floating, light in character." Owen adds that "if it is possible to use colored lights, the effect will be greatly enhanced."



"If a body meet a body,
Comin' thro' the rye"



"If a body kiss a body,
Need a body cry"



"If a body greet a body,
Need a body frown"



"Sun, moon, and stars forgot"



"Upward I fly"



"Nearer to Thee"



"Great God, our King," the last line of *America*, should be done as shown above: "Right hand ascending, left on chest; eyes raised." The pose is held firmly until the music stops.



Rubber — like sugar — catches more flies

A typical example of Goodrich improvement in rubber

YOU remember the old saying—"Sugar catches more flies than vinegar." Catching flies is the job of Tanglefoot Company, makers of fly paper, so when they heard that a foreign product caught more flies than their own, they investigated and found the reason—rubber was part of the sticky material. But the method of using the rubber was a carefully guarded foreign secret.

Tanglefoot came to Goodrich with the problem. A Goodrich technical man went to work, developed a formula equal in every way to the foreign product, and then even helped Tanglefoot find the machinery needed for mixing the new ingredients.

With the Goodrich formula, the new Tanglefoot paper actually catches more flies, does not dry out, and ages so much more slowly that it lasts several times longer than any material

used before. As a natural result, sales mounted.

Remember this, next time you buy anything made of rubber. Goodrich research is continuous. Applied to new problems it has developed tanks which hold even the most violent acids, rubber compounds so resistant to abrasion that they outwear steel 10 to 1, rubber colors and forms so attractive that they add new sales appeals to countless products. This same continuous research is also applied to standard products, with the result that Goodrich belting, hose and

packing last far longer than used to be thought possible, and stand abuse and heats that would have ruined rubber a few years ago. Next time you buy mechanical rubber goods specify Goodrich, and save money. The B. F. Goodrich Company, Mechanical Rubber Goods Division, Akron, Ohio.

Goodrich
ALL *product* *problems* IN RUBBER

SPEAKING OF PICTURES

(continued)



Abide With Me: "When other helpers fail, and comforts flee"



"Earth's joys grow dim, its glories pass away"



"Change and decay in all around I see"



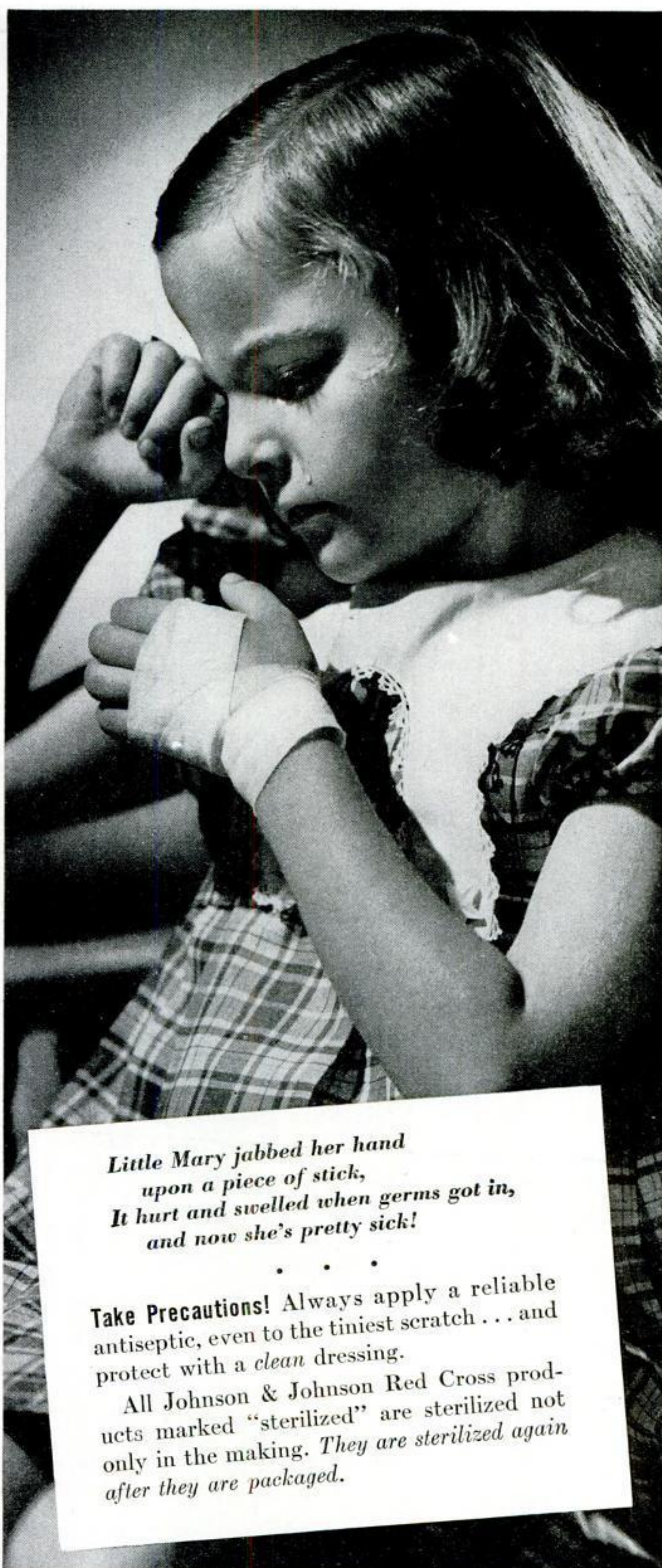
"What but Thy grace can foil the tempter's power"



"Through cloud and sunshine, O abide with me"



"I triumph still if Thou abide with me"



*Little Mary jabbed her hand
upon a piece of stick,
It hurt and swelled when germs got in,
and now she's pretty sick!*

Take Precautions! Always apply a reliable antiseptic, even to the tiniest scratch . . . and protect with a *clean* dressing.

All Johnson & Johnson Red Cross products marked "sterilized" are sterilized not only in the making. *They are sterilized again after they are packaged.*

Johnson & Johnson
RED CROSS
COTTON · GAUZE · BANDAGES

DO YOU EVER GET BORED WITH...



Brushing your teeth with the same old lifeless dentifrice?



Combing your hair in the same old way?



Eating the same old breakfast?
Reading the same old paper?



Playing bridge with the same old friends in the same old way?

YOU NEED A CHANGE!

Start with this
delightful new
soapless
TOOTH POWDER

Taking soap out of tooth powder is the first real improvement in years. Here's a new dentifrice that will delight you as no tooth powder ever has before... an utterly different tooth powder that sets a new high in cleansing the teeth and refreshing the mouth.

I DIDN'T DREAM A POWDER
COULD BE SO DELIGHTFUL
AS SOAPLESS
LISTERINE TOOTH POWDER



Rub it between your fingers

None of that greasy feeling you get with ordinary tooth powders; just clean, satin-soft cleansers 100% costlier.



Sprinkle it in the air

See how it floats there—so light, so dainty—instead of dropping quickly to the floor as heavier powders do.



OMITTING SOAP
PERMITS THE USE
OF STIMULATING
CLEANSERS
COSTING 100%
MORE

If you want to feel how really stimulating a tooth powder can be, try the new Listerine Tooth Powder made without soap.

Omitting soap enabled us to use finer cleansers, more brilliant polishers that never could be used with soap because they were soap's chemical enemies.

In the place of soap, we use an amazing new ingredient that out-cleans and out-foams soap. We learned the secret from wool growers who found that soap had failed them in the washing of dainty woollens.

This ingredient we employ in Listerine Tooth Powder. The moment you try it you have something better, more satisfying, safer. At your druggist in two sizes, 40¢ and 25¢; both economical. LAMBERT PHARMACAL CO., St. Louis, Mo.

**CONTAINS NO SOAP
YET OUT-FOAMS SOAP**



FAMILY NEWS: BUY IT IN SEPT. AND IT LASTS THROUGH NOV.

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Smooth

8

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As a ROLLS RAZOR Shave

PRESSING BUSINESS



Early Birdseye view of farmers loading pedigreed Heinz tomatoes at the crack of dawn on a dewy morning in late summer. Within a few hours, the juice of these "aristocrats" is pressed and packed in tins for you.



Going to Press—vine-ripened Heinz tomatoes, firm, ruddy and heavy with juice, ready to be made into nature's *de luxe* beverage—Heinz Tomato Juice. You can tell at a sip how fresh and wholesome it is. Notice how Heinz clings to the glass—how rich and thick it looks. That's because it's the pure essence of the world's finest fruit, picked at the peak of perfection and pressed while dewy-fresh! You'll find the same rich flavor in all Heinz other tomato products, too!



Special Delivery of the freshly-picked, fully-ripe tomatoes to nearby Heinz kitchens is provided by swift trucks so that no time is wasted between field and tin. Here's one reason Heinz Tomato Juice has such an invigorating, fresh-off-the-vine flavor!



"The King's Highway" might be the name of this road to a Heinz kitchen. For along it travels the ranking family of the vegetable kingdom—plump and pampered Heinz pedigreed tomatoes, grown from eugenically bred seedlings.



Mark "Urgent" on your grocery list: Order Heinz De Luxe Tomato Juice, nature's most colorful, refreshing beverage! Serve a chilly glass at breakfast. Enjoy it as a pick-me-up between meals. And at bedtime, remember that this famous member of the 57 Varieties will relax and refresh you; send you off to deep slumber and pleasant dreams!



LONDON AT VENICE—THE OLD BRITISH CRUISER *LONDON* LYING IN THE HARBOR OFF VENICE ON A COURTESY CALL, SEPT. 1

NINE NATIONS PATROL THE MEDITERRANEAN AGAINST "PIRATE" SUBMARINES

Ever since the last War, Europe has been waiting for that set of unpredictable events that would march it, as in a dream, into the next War. Nobody ten years ago could have predicted that Spain would be the powder keg of Europe in 1937 or that Italy would be the nation waving the match. In Italy's one-man renaissance, Mussolini is the only Italian utterly convinced that Italy must, can and will keep Spain from going Communist and must, can and will take the Mediterranean away from Britain. In August, mysterious "pirate" submarines began torpedoing ships in the Mediterranean. Everybody suspected they were Italian and in Rome staff officers were in high glee over their Machiavellian joke.

It was anything but a joke to the sobersided members of the British Cabinet. For even Mussolini's conquest of Ethiopia affected Britain only as a threat. But to torpedo British ships doing business in the Mediterranean is the worst that could happen even in a state of war. It was too bad to let the League of Nations bumble with. It was, in fact, so bad that Britain's Foreign Secretary Anthony Eden, who has a personal dislike for Mussolini which is heartily reciprocated, called the Nine-Power Conference at Nyon, Sept. 9. Under Britain's thumb, nine powers agreed to turn their fleets loose on the "pirate" submarines. The Conference tone was that of a policeman out to shoot a mad dog. On Sept. 17, the Nyon powers extended their warfare to apply to planes and warships attacking

neutral shipping. At the same time, Britain and France took away all their destroyers from the Spanish Non-Intervention Patrol.

International law differs from common law in that offending nations cannot be punished without dire consequences. This is because the individual nation may be willing to fight and the society of nations may not be willing to fight. This means that the individual power (if first-class) can do no wrong, unless it gets beaten in war. Thus at Nyon, Britain was careful to invite Italy to participate in the "police work." But Italy demanded full and equal participation with the fleets of Britain and France. The demand was ignored.

Italian staff officers kept on laughing because Italy has taken the position that planes have superseded battleships and that Italy's position astride the Mediterranean makes it really Italy's sea. Britain's ships, powerfully equipped with anti-aircraft guns, do not admit the plane's superiority.

With British-Italian tension at its worst since the Ethiopian War, ironic significance attached itself, Sept. 1, to the friendly visit of the British cruiser *London* (above) to the Italian fleet at Venice. As pure fantasy, *London's* 8-inch guns could have demolished the Palace of the Doges (right), St. Mark's Campanile (centre), Procuratie Nuove museum (left, centre) and the two columns where gondoliers gather, before Italian ships could have blown *London* out of the water.

IS THE MEDITERRANEAN AN ITALIAN LAKE OR A BRITISH LIFELINE?



marks "high seas" patrolled by British-French destroyers against "pirate" submarines, planes, ships.

marks the Greek coast patrolled by the small Greek Navy. Greek naval bases are open to patrol ships.

marks Turkish coast patrolled by the Turkish Navy. Russia's mysterious Navy patrols the Black Sea.

marks the Italian coasts offered to Italy to patrol. Dotted area is Yugoslavia's coast to patrol.

The Mediterranean is a narrow, winding sea that once came to a dead end in the east. The ancient Egyptians opened the dead end by digging a canal to the Red Sea. It sanded up during the Middle Ages and in the 19th Century the French dug another. The Suez Canal throws the Mediterranean into world politics by making it a highway to the Orient instead of a dead end. Britain is up to its neck in Mediterranean politics because it owns India. But the face of the map (above) shows that Italy, plus Sicily and little Pantelleria Island, is a claw menacing all through traffic in the Mediterranean.

Against that menace the great British naval bases at Gibraltar at one end, Malta in the middle and Egypt and Palestine at the other end are hopelessly divided. In 1935, many an Italian Fascist believes, the Italian air force could boldly have destroyed a great part of the British Navy, imprudently massed at these bases. The British Admiralty has not forgotten that dreadful scare. Today, the Mediterranean holds but two of Britain's great floating forts. The rest are destroyers, cruisers and the aircraft carrier *Glorious*, based on Malta.

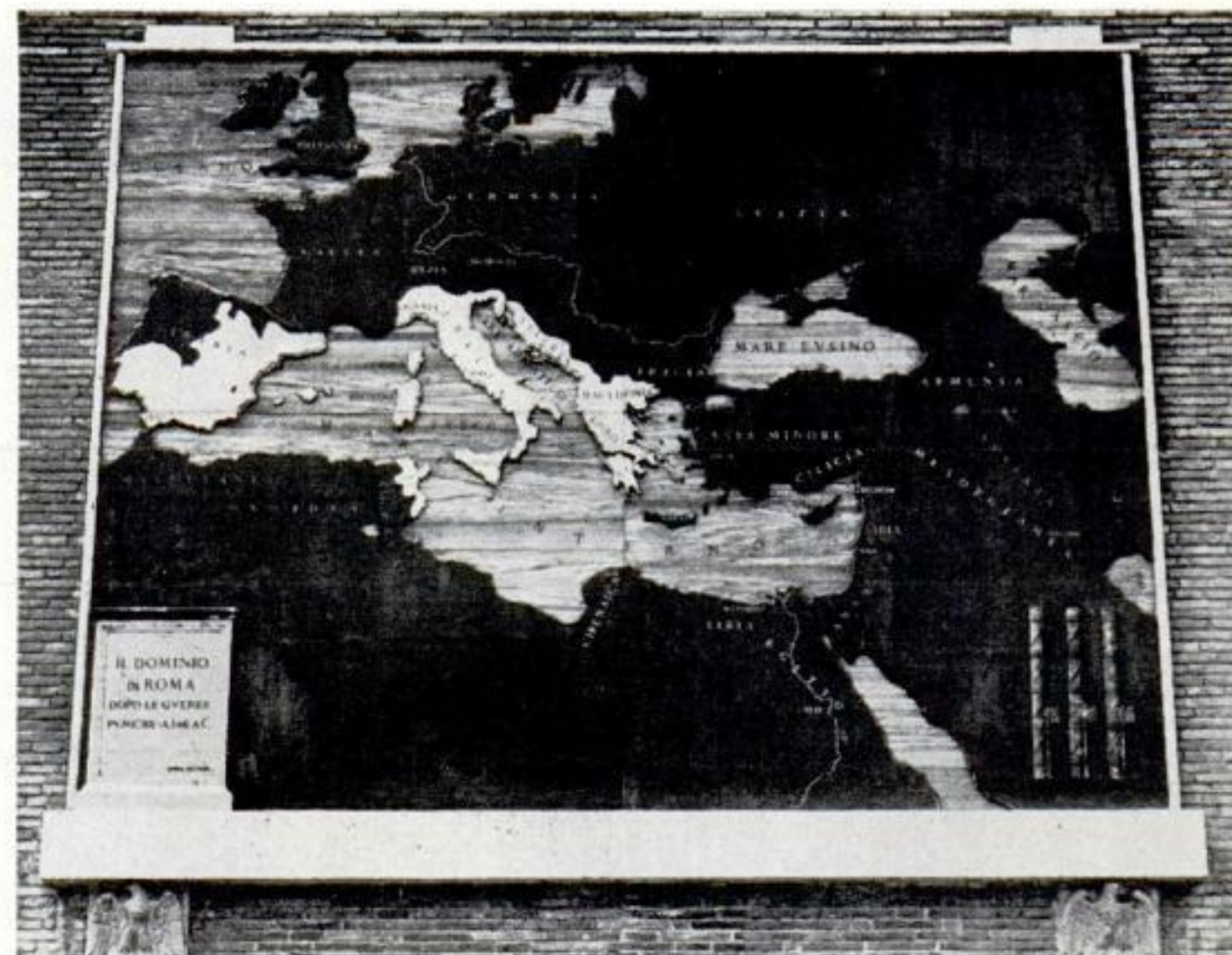
The map (above) shows what has been happening to ships in the Mediterran-

ean as a result of the war in Spain. First sign of a "pirate" submarine was Germany's claim that a torpedo, presumably Spanish Loyalist, had hit the German cruiser *Leipzig* a glancing blow on June 15. Britain and France declined Germany's request for a joint naval demonstration in protest. On Aug. 6, unknown planes bombed *British Corporal*. On Aug. 11, an Italian destroyer sank the Spanish Loyalist *Campeador* off Tunis. On Aug. 14, unidentified warships shelled the British *George McKnight*. On Aug. 15, a "pirate" submarine got to work in the eastern Mediterranean and in four days torpedoed two Loyalist ships. On Aug. 29, it sank a Russian ship and on Sept. 1 the Russian *Molakieff* just as another submarine at the other end of the Mediterranean sank the British *Woodford*.

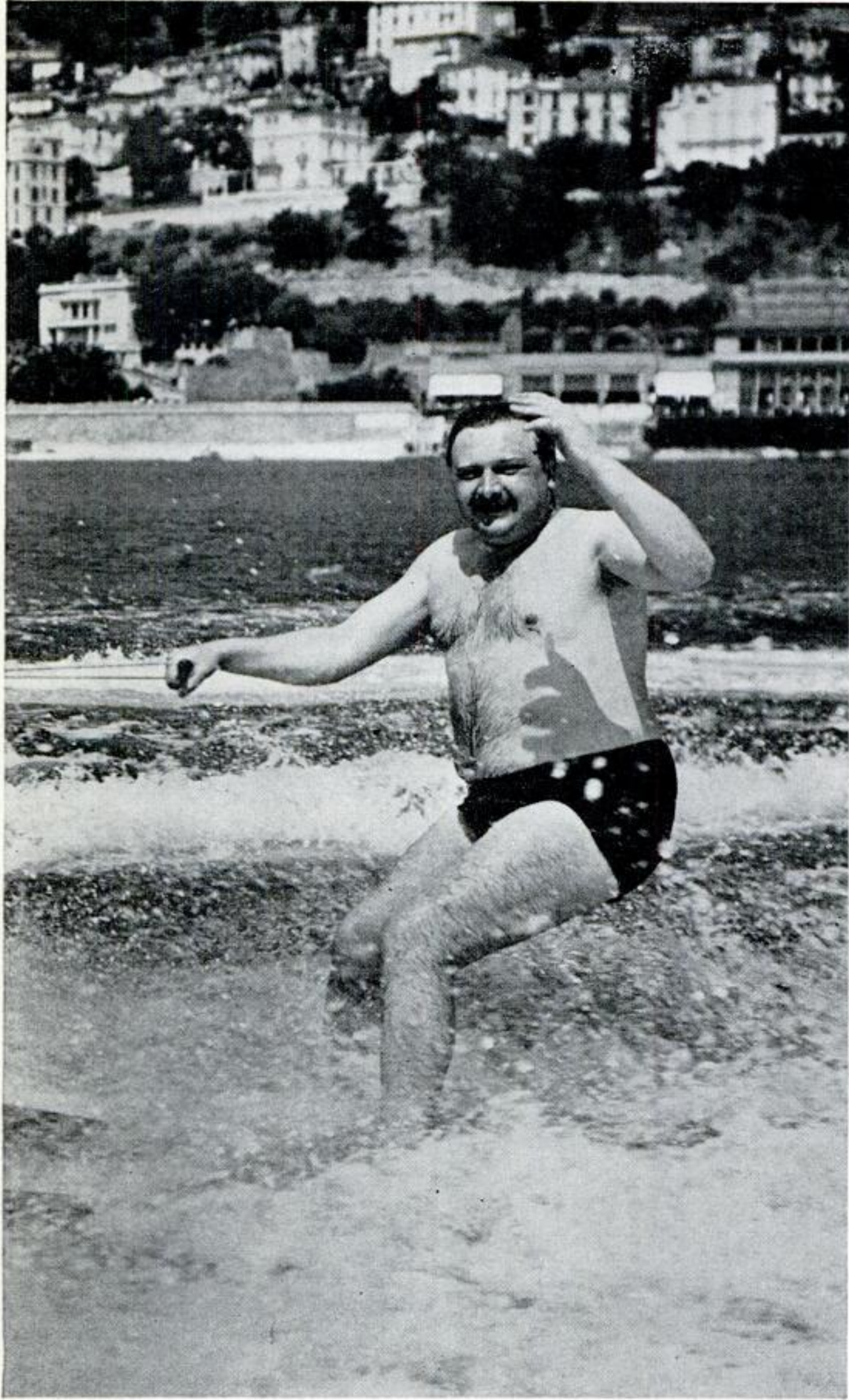
There the "piracy" temporarily stopped and the anti-piracy conference outlawed the mystery submarines, as well as mystery planes and warships. On Sept. 18, an unofficial report asserted that a "pirate" submarine had attacked the British aircraft carrier *Glorious* near Malta. And off the north coast of Spain a plane dropped six bombs, all misses, at the British destroyer *Fearless*.



Italian Empire wall maps have been mounted (above) by Mussolini on a basilica wall near Rome's Colosseum. First in the series, the plaque (at extreme left) is entirely grey except for a tiny white circle marking the 8th Century B. C. city of Rome, without possessions.



The Empire 146 B.C. shows that ancient Rome has begun to expand, has already conquered all Italy, Greece, most of Spain and got a foothold on Africa with the defeat of Carthage. The Mediterranean was Roman. Soon Caesar will take care of Gaul and southern Britain.



Fun in the Mediterranean is what Britain's Lord Hindlip (Charles S. V. Allsopp) wants and gets as he water-skis off Monte Carlo. The fact that most Britons regard the Mediterranean as their own private and picturesque playground annoys Italy's Mussolini no end.



Headaches from the Mediterranean are what this British Foreign Office messenger is staggering under as he runs up the Foreign Office steps. The brassbound boxes contain diplomatic dispatches brought to London by ship and plane from embassies, legations, consulates.

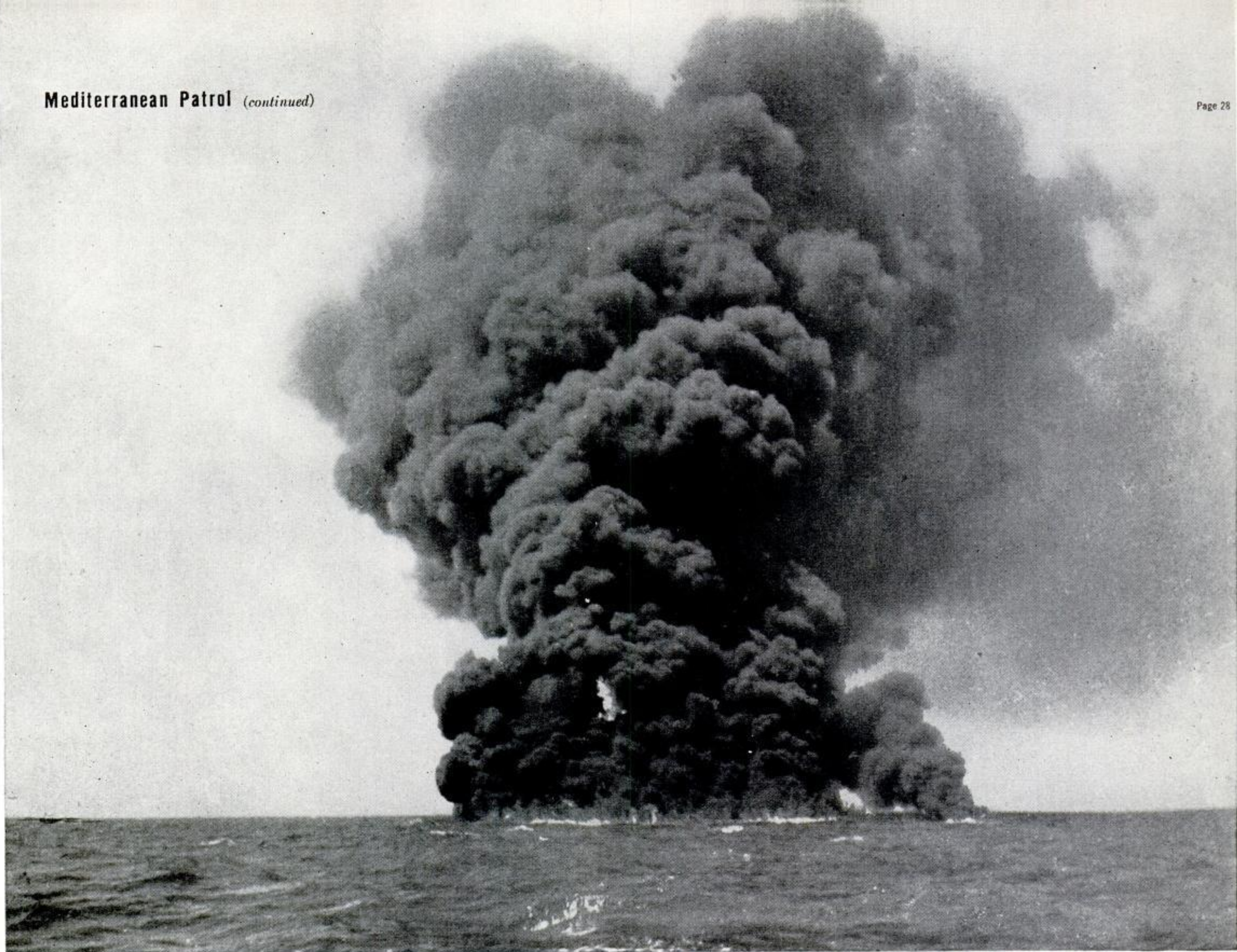


The Empire, 98-117 A.D., was at its maximum size, including Britain, Spain, and most of the known world. The Emperor Trajan's conquests of Mesopotamia, Assyria and Armenia were abandoned by his successor, Hadrian, who concentrated on fortifying his vast domain.

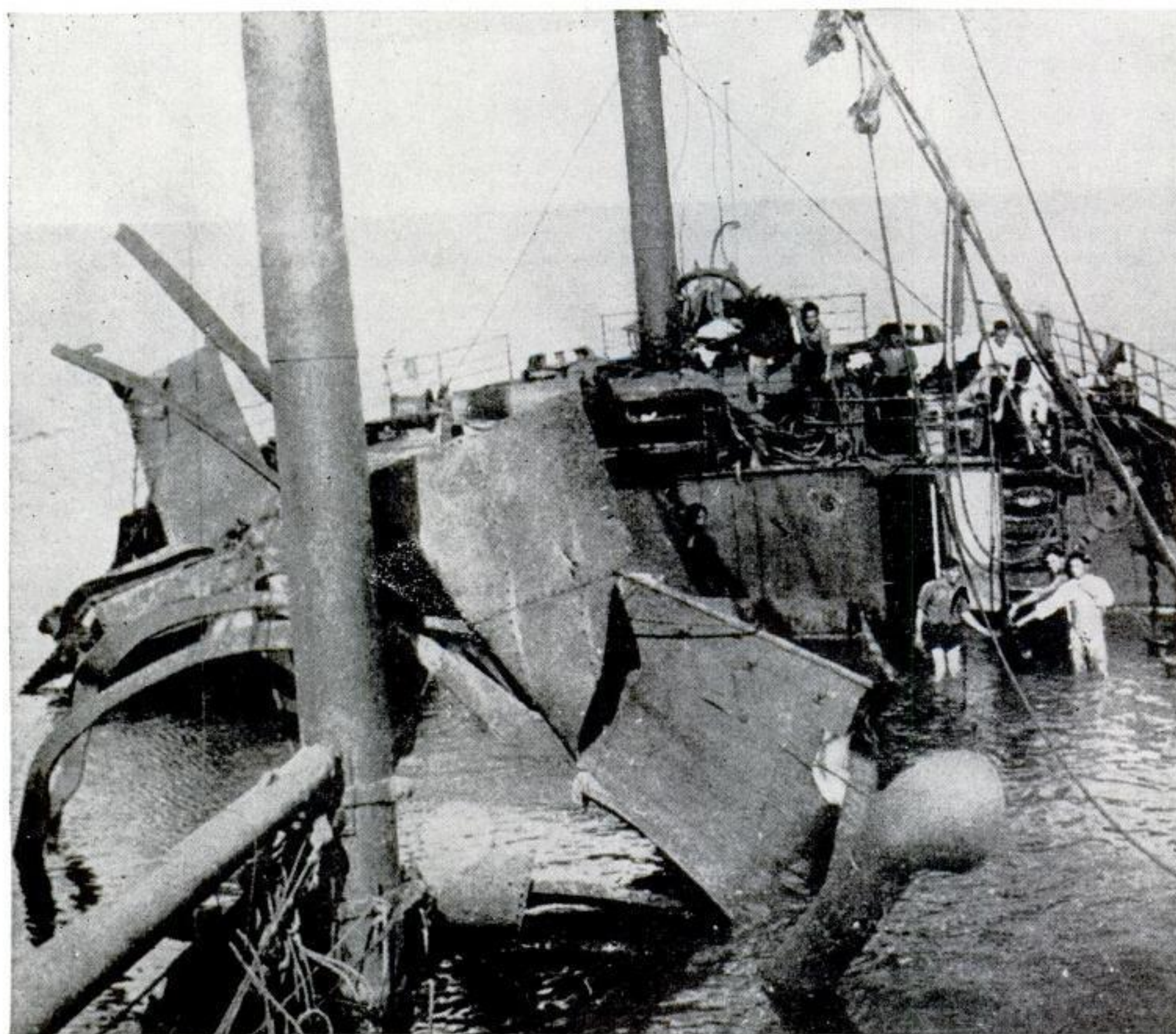


The Empire, 1936 A.D. under King Victor Emmanuel and Mussolini, looks patchy. It includes Ethiopia, Eritrea, Italian Somaliland, Libya, the Dodecanese Islands in the eastern Mediterranean, Sardinia, Sicily and an Italy that rises to what was once the Austrian Tyrol.

CONTINUED ON NEXT PAGE



THE SPANISH LOYALIST OIL TANKER CAMPEADOR, TORPEDOED BY AN ITALIAN DESTROYER, BURNED AND SANK OFF TUNIS, AUG. 11. DEAD: 12



A "pirate" submarine did this to Spanish Loyalist freighter *Armuru* near the Dardanelles, Aug. 18. Carrying wheat

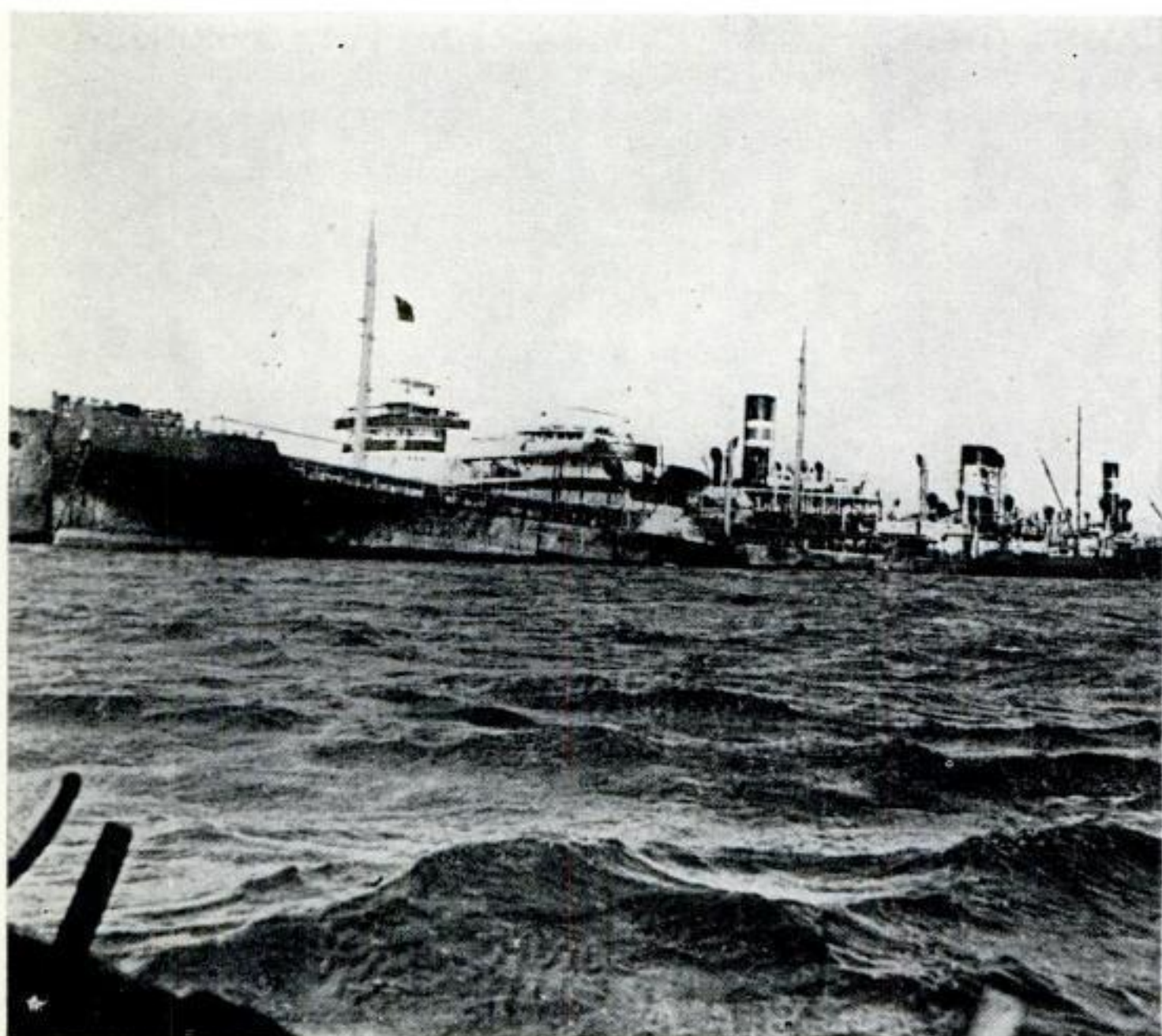
from Russia to Barcelona, she was beached at Tenedos. In these waters a submarine, Sept. 6, stopped a British tanker.

INFLAMMATORY INCIDENTS

The British merchant marine is the biggest in the world and its backbone is just such grimy freighters as the two shown on opposite page. Until August, attacks on ships in the Mediterranean had been by Spanish plane and warship. But in August and early September, mysterious torpedoes hit three Spanish Loyalist ships, three Russian, one French and one British as well as a British destroyer. During and after the War, Britain got into international law a great many new rules restricting the use of the dread submarine and perfected the only adequate defense against it—the convoy system. The purpose of the Nine-Power Conference at Nyon, Sept. 9, was to enforce these rules and apply this defense.

Actually the steps the Nyon powers are taking are mild. They theoretically permit a submarine of any nation to come to the surface in the Mediterranean, fly its proper flag, warn a neutral ship's crew and then sink the ship. This forces a submarine to cease to be a submarine. If it does not do so, battleships are permitted to sink it. For this duty Britain and France had 200 ships in the Mediterranean. The Yugoslav, Greek, Rumanian, Bulgarian, Egyptian, Russian and Turkish navies were to patrol their own coasts and open their bases to the French and British ships (see map p. 26).

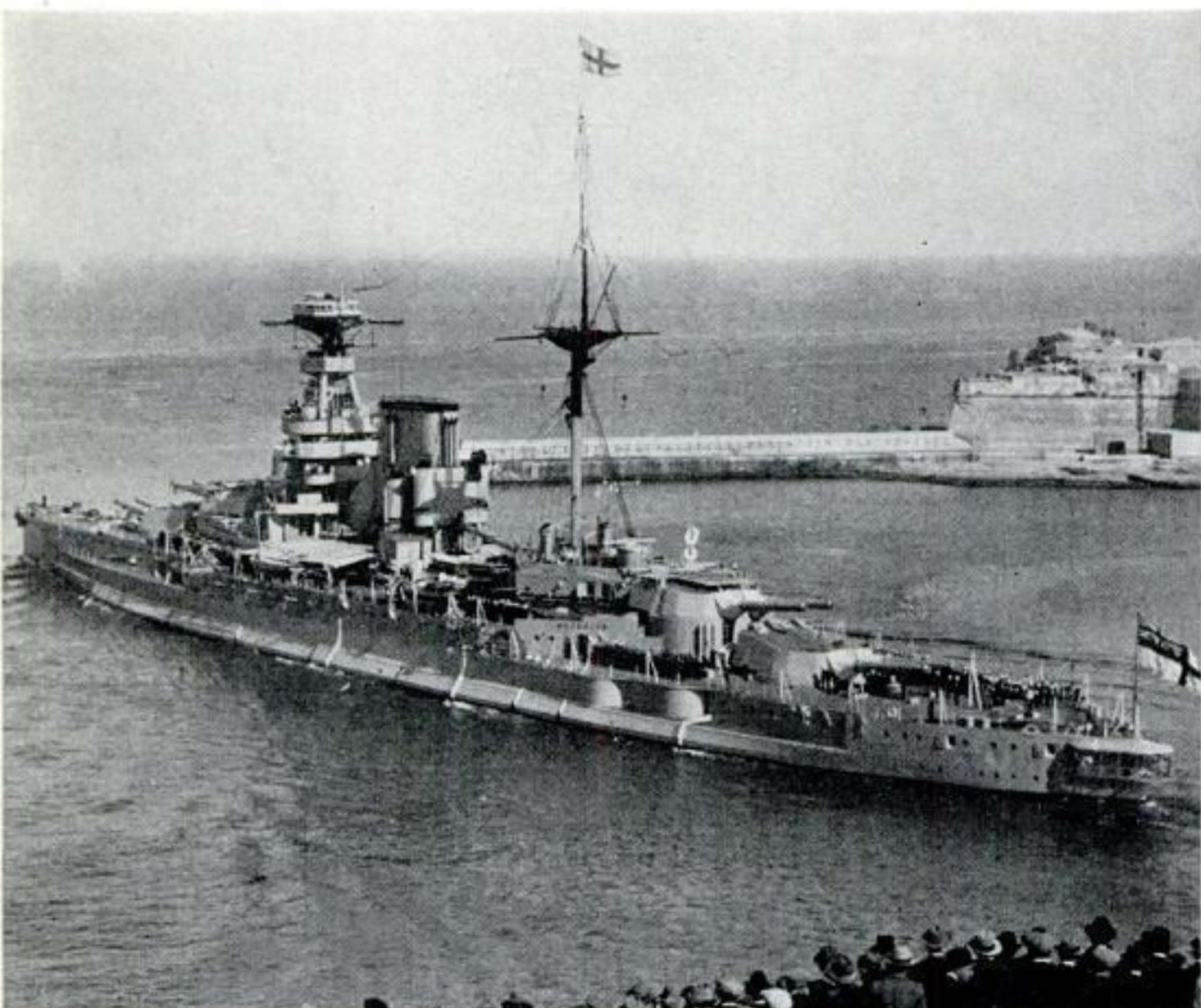
It was significant that since Sept. 1 the "pirate" submarines had sunk no ship. One operating in the eastern Mediterranean stopped a British tanker on Sept. 6, then let it pass on. But it had flown the Spanish Rebel flag, according to international law.



George McKnight, a British tanker from Syria, was half-sunk and burned by two unidentified torpedo boats off Tunis on Aug. 15. The whole crew was rescued by *British Commodore*.



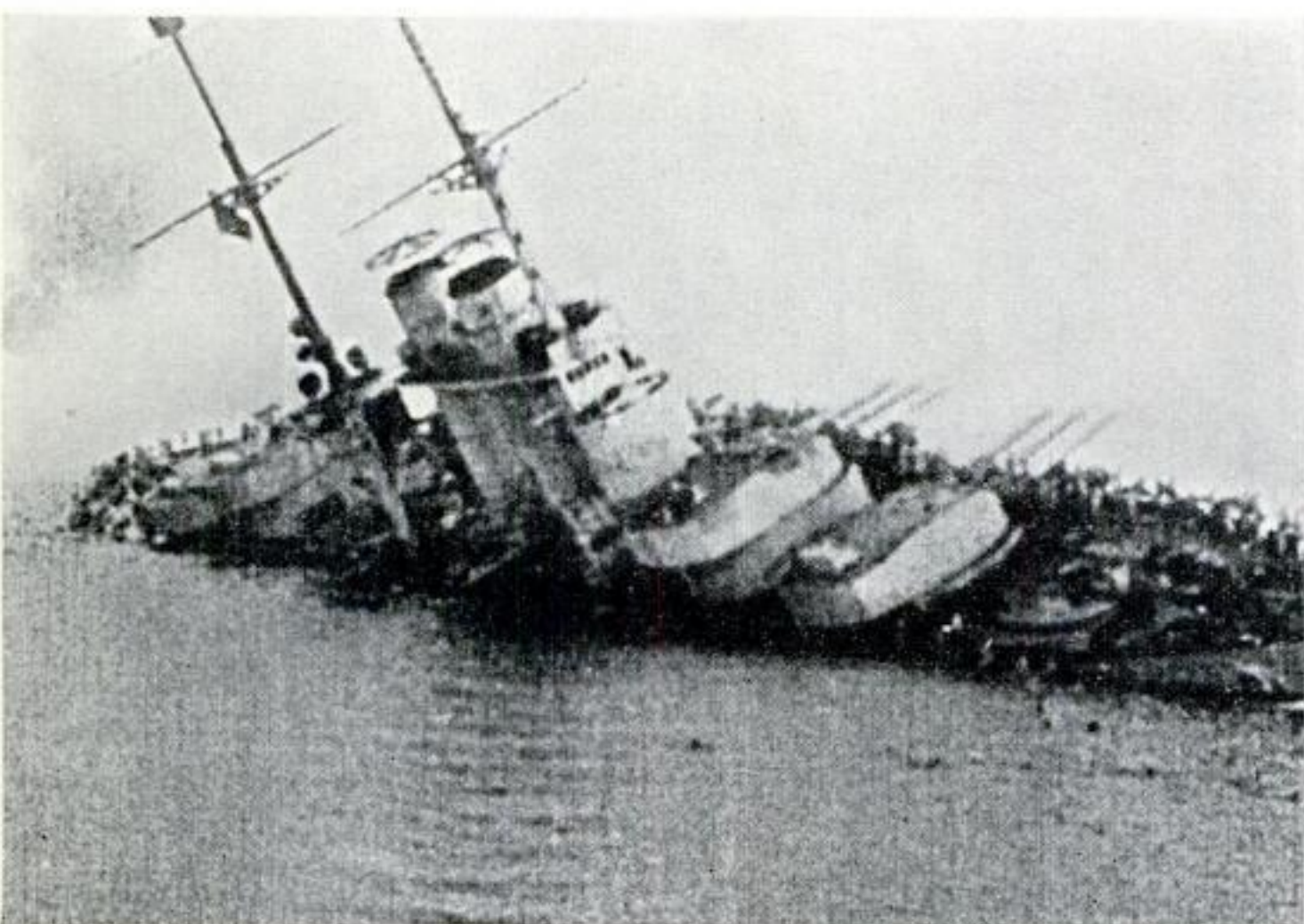
British Corporal, another British tanker, was bombed, Aug. 6, off Algeria by planes. Britain protested to Rebel Franco who denied the planes were his. Britain began to get mad.



Flagship of the British Mediterranean Fleet will soon be *H.M.S. Warspite*, now at Portsmouth after labor trouble. Above, she is at Britain's Malta base before reconstruction.



\$10,000,000 worth of reconstruction shows from the bridge of *Warspite*, disabled in 1916 at Jutland (LIFE, Sept. 13). She will join *Barham* and *Malaya* in the Mediterranean.



An historical footnote to prove that Italy can sink ships is this picture of the Austrian battleship *Viribus Unitis*, sunk by an Italian "naval tank" at Pola, Oct. 31, 1918.



Austria's *Viribus Unitis* keels over on her side. In the 1935 Ethiopian crisis Italy had a fair chance to sink the British fleet concentrated in the Mediterranean, has lost it now.

LIFE ON THE AMERICAN NEWSFRONT: A FLOODSICK RIVER TOWN MOVES TO HIGHER GROUND



Leavenworth, Ind. has been flooded time & again by the Ohio River. After last January's flood, which reached second stories (*above*), Leavenworth decided to abandon the old town for good, move to higher ground.



A tent city was built for refugees by the Red Cross immediately after the flood. Many of the townspeople still live in it.



A new town rises, meanwhile, on a hill 400 ft. above the river. The Red Cross is paying for it. Residents of the new Leavenworth will have a splendid view, wonder if they will have any business.

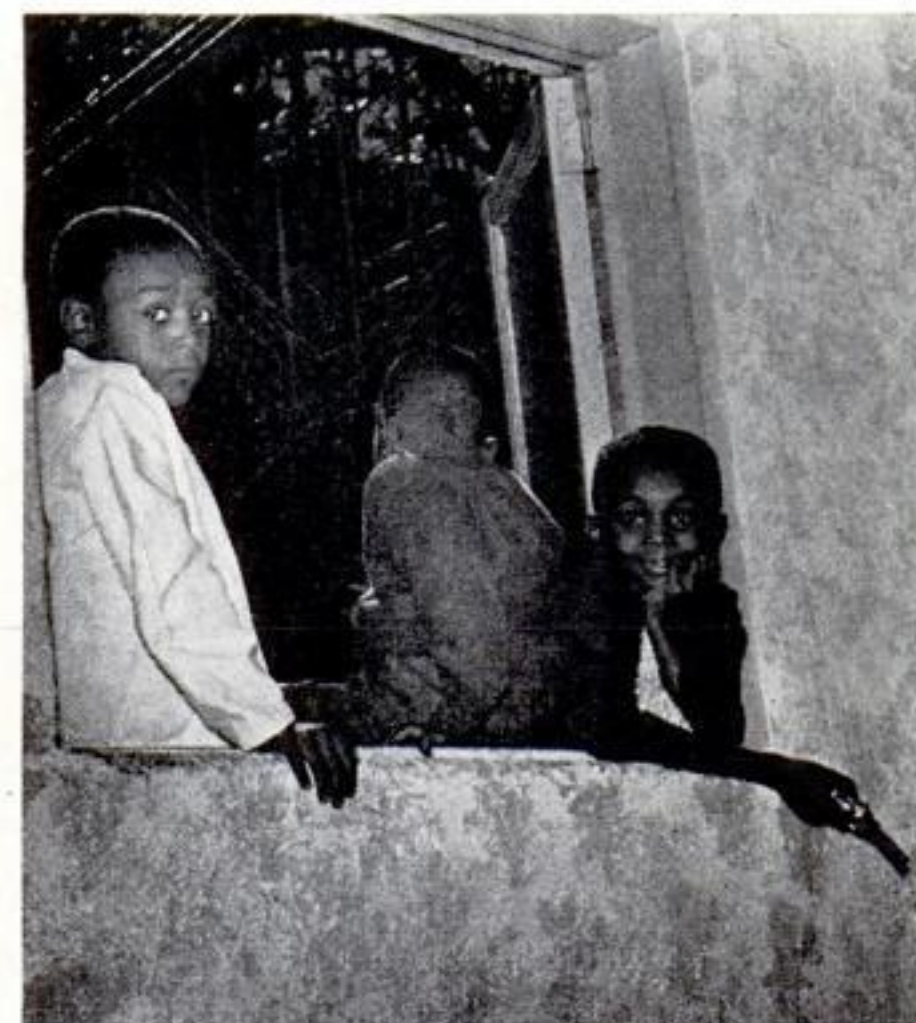
PULLMAN PORTERS HOLD A VICTORY MEETING FOR THEIR PRESIDENT



The Brotherhood of Sleeping Car Porters held a "victory meeting" in New York's Harlem on Sept. 12 to welcome home its president, A. Philip Randolph. In Chicago, President Randolph had won from the Pullman Co. a \$12 monthly raise for all porters.



President Randolph reviewed the long fight which ended in victory for the only all-Negro international union.



Small blackamoors hung over window sills of the union hall to gaze in awe at the famous union leader whom many of their fathers call "the greatest living Negro."

A CALIFORNIA LIONS CLUB FEASTS ON 600 POUNDS OF LION MEAT



Two lionesses were slaughtered to provide a banquet for the Lions Club of El Monte, Calif. Lion John V. Craven, who did the shooting, and Lion President Joe Krupp display the kill.



Each lion was skinned and hung for ten days before the feast. Then the 600 lb. of meat was cooked all day.



The feast was held in a steel cage, lorded over by a stuffed beast. The meat looked like lamb, tasted like veal. Most of the banqueters sampled the lion but dined chiefly on chicken. A few took second helpings. One got sick.

LIFE ON THE AMERICAN NEWSFRONT: A ROOSEVELT ENGAGEMENT, A HOMECOMING, A DEAL



John Roosevelt and Anne Lindsay Clark, a Boston debutante, announced their engagement on Sept. 13. This picture was taken for LIFE by Photographer Jerome Zerbe at a Viennese Ball in Boston last May, at a time when Franklin Jr., not John, was creating the Roosevelt

family heart interest. Only two months before, Miss Clark, 21, had broken her engagement to Samuel S. Sands, a Groton classmate of John's. She "knows nothing about the New Deal," will not marry the President's youngest son until he finishes Harvard next June.



Franklin Jr. and his bride, the former Ethel du Pont, returned from a European honeymoon in time for Franklin to enter law school at the University of Virginia. Fashion reporters noted with surprise that Ethel still wore a summer hat with print dress of Du Pont rayon.



Elliott and his wife-partner, the former Ruth Googins, prepared to enter the radio-broadcasting business with two small stations in Texas: KFJZ at Fort Worth and KABC at San Antonio. Elliott denied that he was acting for his employer, William Randolph Hearst.



TOPEKA, 1936: (L. TO R.) W. R. HEARST, ALF LANDON, PAUL BLOCK

LIFE ON THE AMERICAN NEWSFRONT: GREAT PRESS SCOOP PUTS NEW DEAL ON SPOT

Paul Block is a kinetic little publisher known chiefly as a satellite of William Randolph Hearst. During the 1936 Presidential campaign he tagged along with Hearst to Topeka for a visit with Nominee Alf Landon (above), tagged his five newspapers along with Hearst in furious and futile invective against the New Deal. But in the second week of September, 1937, Publisher Block emerged spectacularly from his great friend's shadow. For \$2,750,000 cash he bought out Hearst's half interest in the Pittsburgh *Post-Gazette*. And in the *Post-Gazette* he scored one of the great press coups of modern times.

On the heels of the appointment of Alabama's Senator Hugo L. Black to the Supreme Court, Block dispatched to Birmingham the *Post-Gazette's* ace reporter, a picturesque oldtimer named Ray Sprigle. In five days Newshawk Sprigle dug up evidence which, if genuine, revealed that President Roosevelt had placed on the Supreme Court—last refuge of oppressed minorities—a member of the Catholic, Jew & Negro-hating Ku Klux Klan. The President denied foreknowledge. From London, where Mr. Justice Black was vacationing, came damning silence.



Triumphant Mr. Block explains that a Southern friend of a friend suggested the Black-Klan investigation to him at dinner one day. He hopes he has taught President Roosevelt a lesson.



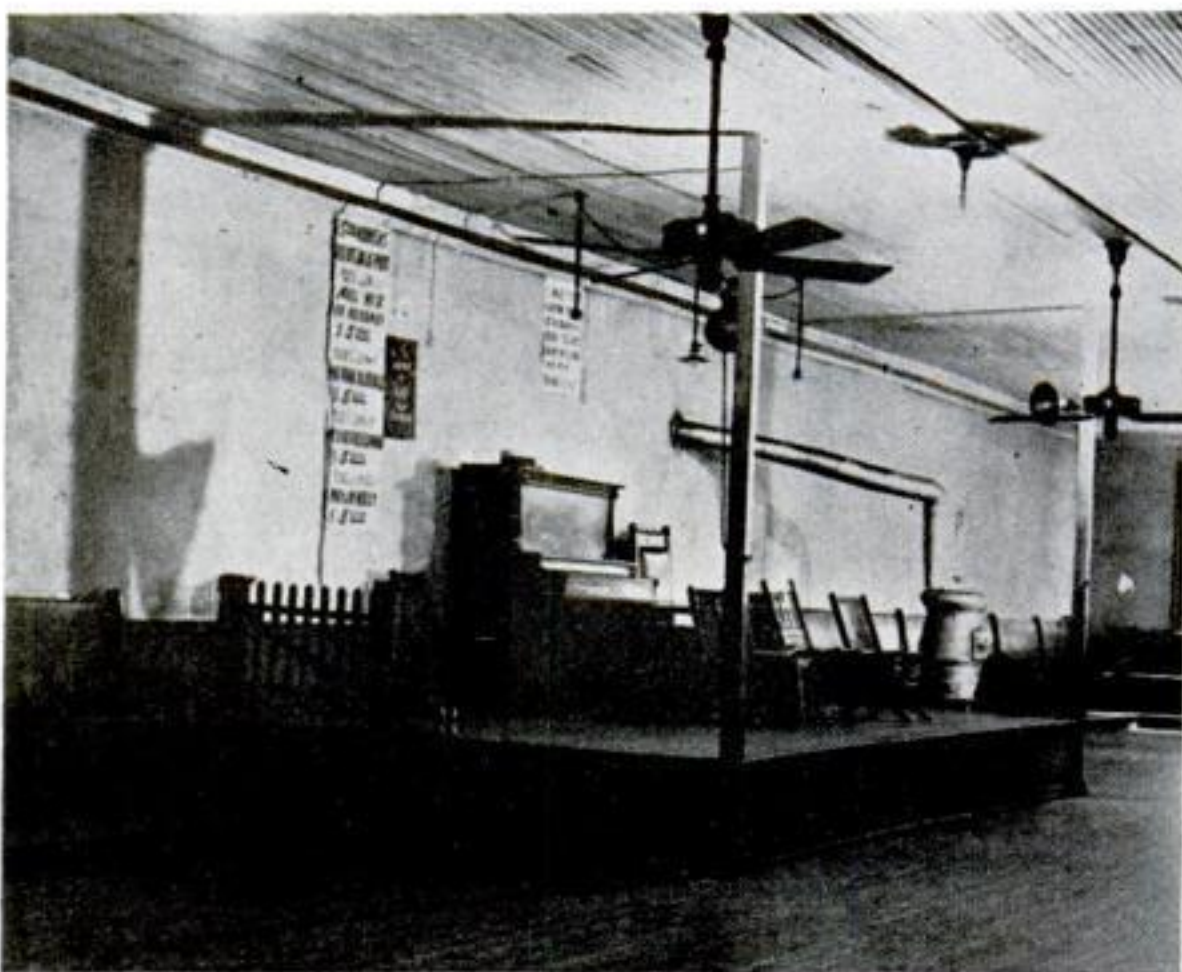
Newshawk Ray Sprigle seeks past and present Klansmen in Birmingham's First National Bank, once Klan headquarters.



At 1809 1/2 4th Ave., Sprigle inspects Klavern of Robert E. Lee Klan No. 1, to which Hugo Black allegedly belonged.



In a telegraph office, as is his custom, Sprigle types and files his sensational articles exposing Mr. Justice Black.



The Robert E. Lee Klavern where Hugo Black allegedly took life membership in the Klan is now a taxi-dance hall called the "Bloody Bucket."

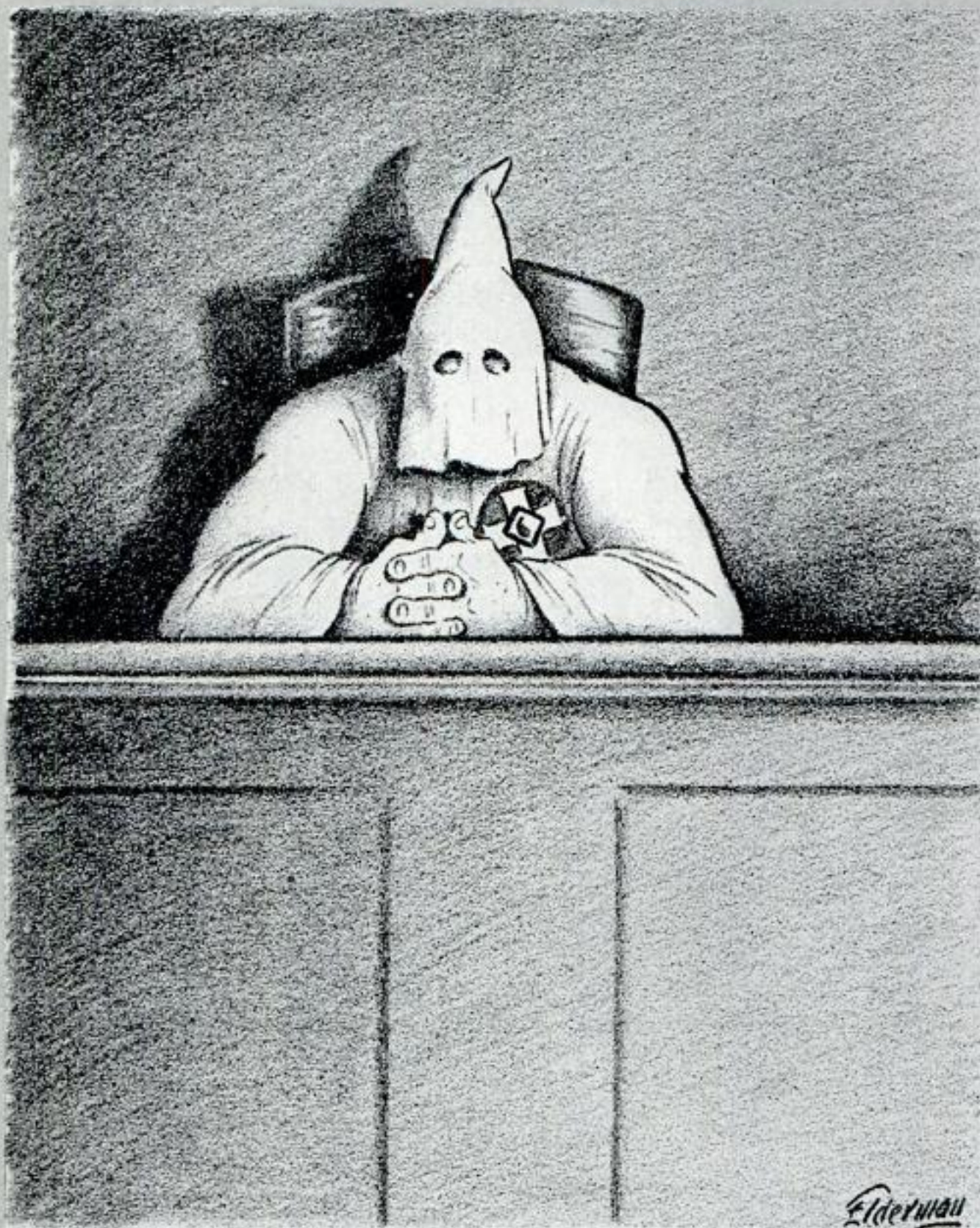


10,000 Klansmen, some of whom are shown (above) frightening Alabama Negroes with a fiery cross, be-

longed to Birmingham's Robert E. Lee No. 1 when it helped elect Hugo Black to the U. S. Senate in 1926.

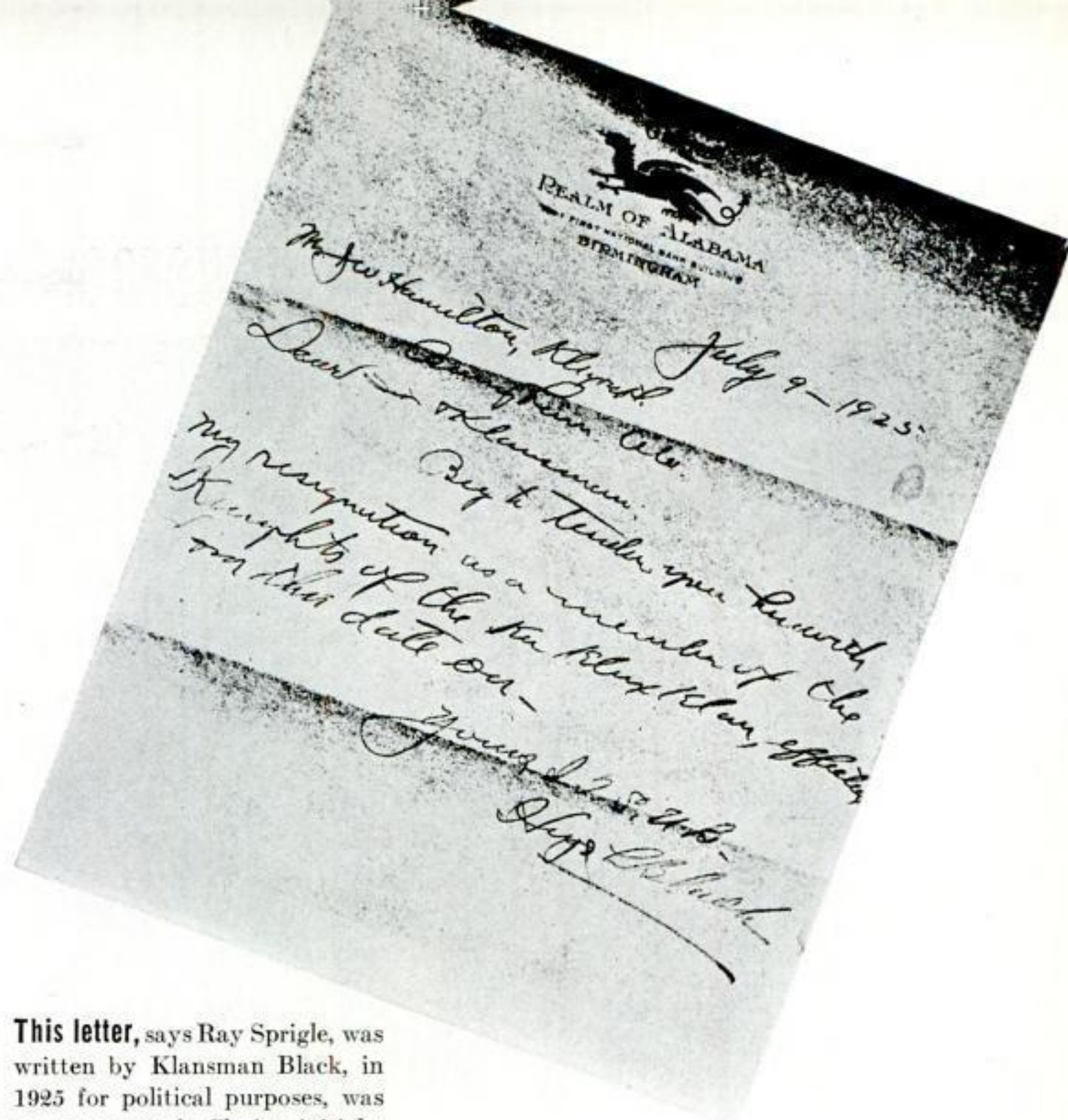
'REFORM OF THE JUDICIARY'

Page 33



The attack on President Roosevelt and his still-cherished Court Plan burst with fresh fury after

the Black exposé, reached a peak in this brutal cartoon by the Washington Post's Elderman.



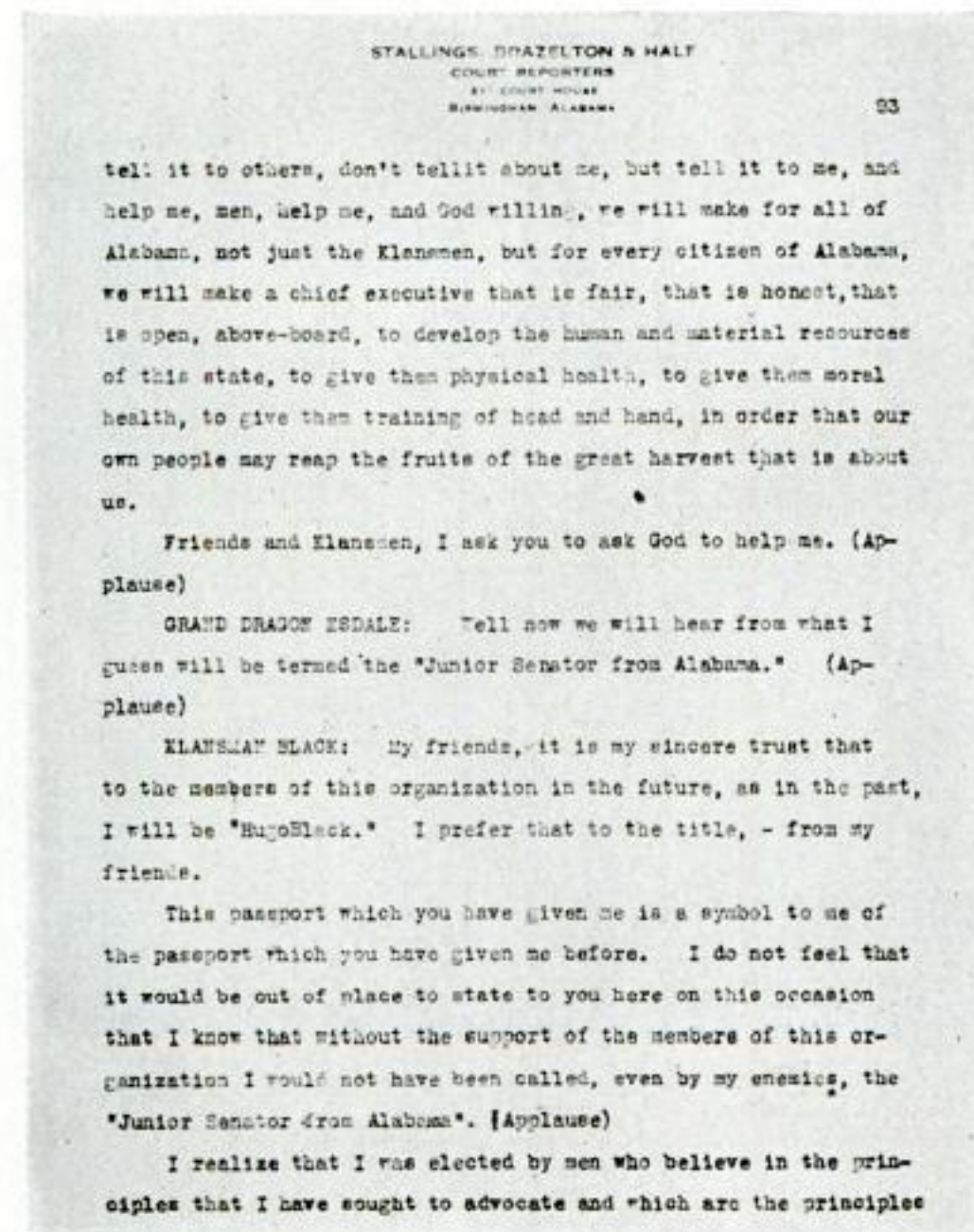
This letter, says Ray Sprigle, was written by Klansman Black, in 1925 for political purposes, was never accepted. Closing initials: In The Sacred Unfailing Bond.



This K. K. K. scaresheet was sent Congressmen, presumably including Senator Black, during Court Plan fight.



"No comment" said Mr. Justice Black to this United Press reporter in London. Thereafter he hid in his hotel room, refused even to take telephone calls.



This sheet, says Ray Sprigle, is from a stenographic record of Senator Black's 1926 speech accepting life Klansmanship.



This sketch was produced by Alabama's ex-Governor Kilby, a longtime Black political rival. It is a purported drawing of Mr. Justice Black's life membership card in Klan.

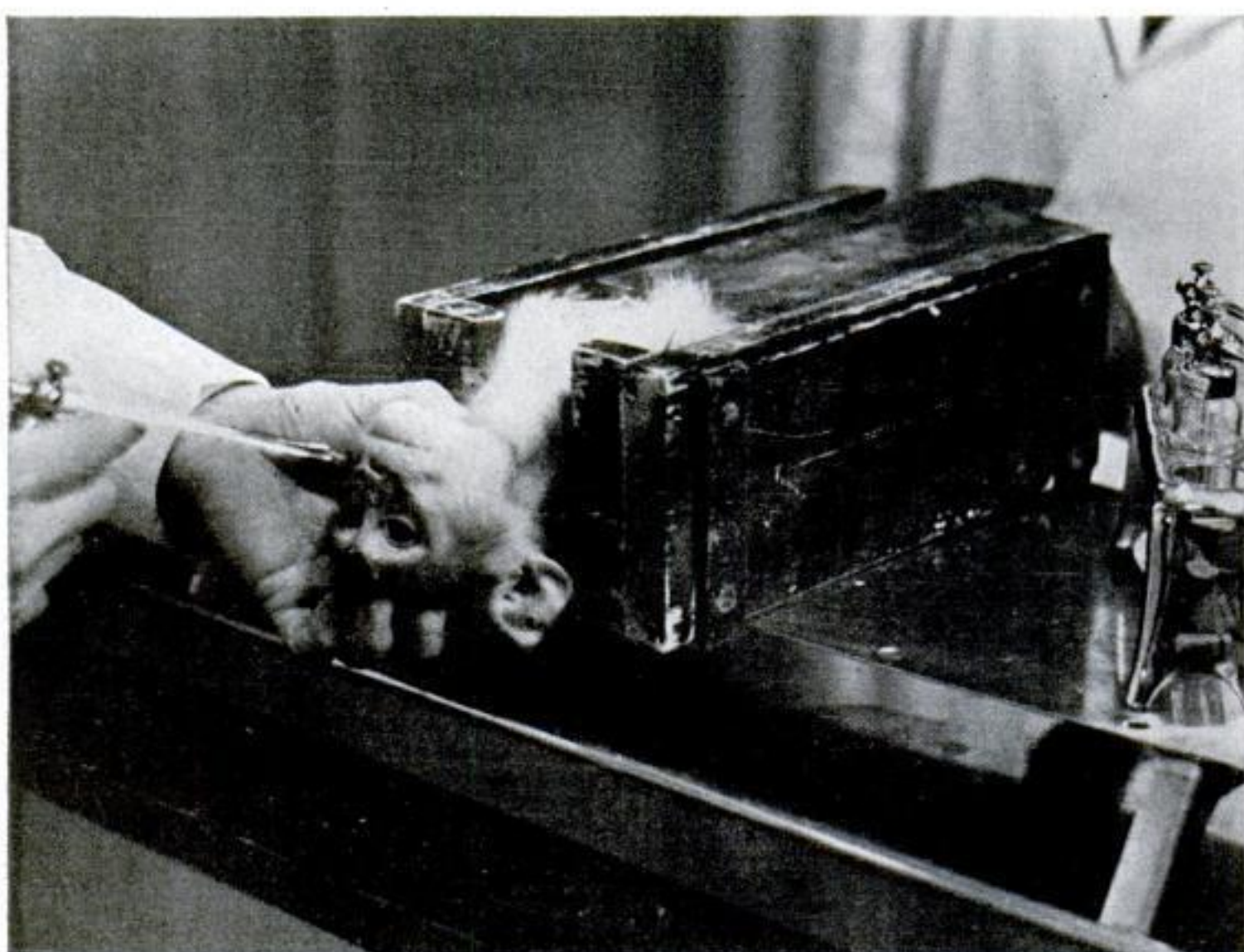


Out of the Deep South, rife with old passions and prejudices, came the Ku Klux Klan and Mr. Justice Black, who was born Feb. 27, 1886 in this farm cabin in Clay County, Alabama.

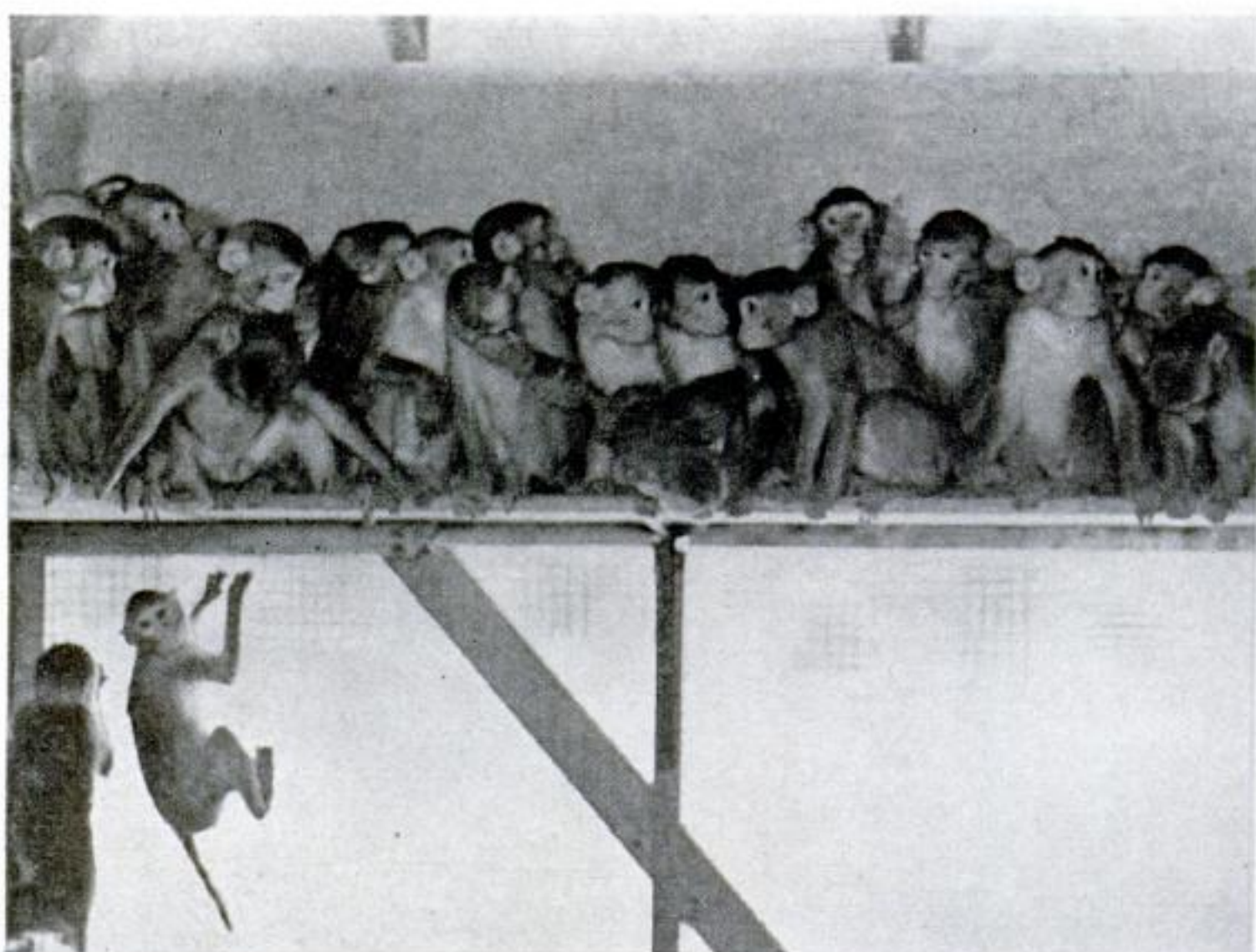
LIFE ON THE AMERICAN NEWSFRONT: INFANTILE PARALYSIS CLOSES CHICAGO SCHOOLS



First step in the experiment is to anesthetize the monkey by sprinkling ether over him. This makes the animal easier to work with, also prevents him from becoming frightened.



Spraying the zinc-sulphate solution into the immobilized monkey's nasal passages. To be effective, the liquid must reach the olfactory nerves by which the paralysis virus enters.



Immunized monkeys live in this cage 30 days before being purposely infected with the poliomyelitis virus. Less than 10% developed the disease. None was harmed by the spray.

On Sept. 7, Chicago's Board of Education refused to open city schools because of an epidemic of infantile paralysis (poliomyelitis). A week later when the disease showed no signs of abating, radio stations (*see right*) persuaded the Board that 500,000 Chicago school children should have lessons broadcast to them. Newspapers hailed the plan as a great experiment in education, proceeded to print grammar lessons, mathematics problems, etc. The pupils greeted the system with groans or indifference.

Every year, preventives and cures for poliomyelitis have made the headlines, have subsequently proven to be futile. Most recent and most promising of these is a zinc-sulphate solution devised by Drs. E. W. Schultz and L. P. Gebhardt of Stanford University, Calif. They shot their solution up the noses of 240 monkeys (*left*). A month later, they infected these 240 monkeys and 300 other monkeys, which had not been sprayed, with paralysis virus. Practically all the first group proved to be immune, whereas 90% of the second group developed the disease. When this year's outbreak started in Ontario (1,600 cases) and spread to Chicago (260 cases), parents clamored for the Schultz-Gebhardt solution. Within a short time health services were administering nasal sprays to thousands of children (*below*).



First nasal clinic opened in Chicago, Sept. 9. Here Dr. Austin A. Hayden administers the solution to Mary Ellen Trant. Head is tilted back so that spray reaches sensitive area.



Snuffing boys walk out of a doctor's office. Because the zinc-sulphate solution smartens and even causes headaches, it is mixed with a small amount of pontocain, a local anesthetic.



Broadcasting lessons over the air from stations WJJD and WIND at Chicago. Miss Frances V. Kiersted, 44 years a teacher at Burnside School, is at the microphone (*upper*

left) while colleagues await their turn at rear of studio. Those who got the greatest thrill out of the experiment were the teachers. They arrived at the studios long before broad-

casting time, studied their scripts as if they were preparing a difficult examination. Many of them became "mike-struck" as the moment approached for them to go on the air.



Daydreaming during classes is a pleasant change for Carmen Tumminello, 11, of Chicago. He enjoys these classes, knowing he will not have to answer embarrassing questions.



A 7th-grade English lesson is broadcast at WJJD and WIND by Clarice Mahaffay, teacher at Burnside School. She finds it pleasant not to have to discipline her pupils.



Monroe Etheridge attends class in the easy chair previously occupied by young Tumminello (*left*). Chicago parents complained that such gatherings defeat the ban on schools.

LIFE ON THE AMERICAN NEWSFRONT: GUBERNATORIAL "BIG SHOTS" GET TOGETHER



TAP DANCERS ON RHINESTONE BALLS HELP ENTERTAIN THE BANQUETING GOVERNORS

Once a year the U. S. gets a look at its Governors en masse, when as many of them as have time and inclination get together at a Governors' Conference. The sight (below) is not imposing.

This year's convention was held in Atlantic City, Sept. 14-15. At a convivial banquet complete with vaudeville (left), funny hats and flowing bottles, the Governors bravely sported outsized lapel buttons proclaiming each the "Big Shot" of his State (see bottom of these pages). But the dearest ambition of most of these middle-sized politico-businessmen is to get to the U. S. Senate.

The decline of the Governor in stature and importance is a phenomenon easily explained by the steady encroachment of the Federal Government upon old State preserves of power and privilege. That encroachment was almost the sole concern of the conferring Governors. With vast alarm they viewed the Federal march into their fields of taxation, power development and education. After two days of talk, they trooped down to Washington to lunch with President Roosevelt and see if they could get something done.



20 GOVERNORS, TWO EX-GOVERNORS AND A LADY SENATOR (ALABAMA'S DIXIE GRAVES) LINE UP ON ATLANTIC CITY'S BOARDWALK FOR A PICTURE

UTAH'S HENRY H. BLOOD



MARYLAND'S HARRY WHINNA NICE



MISSOURI'S LLOYD C. STARK



VERMONT'S GEORGE D. AIKEN





Virginia's George C. Peery, as chairman, opens the Governors' Conference. The 1937 keynote: States' Rights vs. Federal encroachment.



North Carolina's Clyde R. Hoey warns his fellow Governors that their States will have to hustle to prevent further Federal intrusions.



New York's Herbert H. Lehman, a potent Manhattan banker, pleads the taxpayers' case against overlapping Federal and State taxation.



Connecticut's Wilbur L. Cross offers a resolution urgently petitioning President Roosevelt to summon conference on taxation problems.



SOUTH CAROLINA'S OLIN D. JOHNSTON DANCES



PROFESSIONAL GIVES GOVERNORS SOME POINTERS



NEW JERSEY'S HAROLD G. HOFFMAN & WIFE



FLORIDA'S FRED P. CONE



WEST VIRGINIA'S HOMER A. HOLT



ALABAMA'S BIBB GRAVES & WIFE



INDIANA'S M. CLIFFORD TOWNSEND



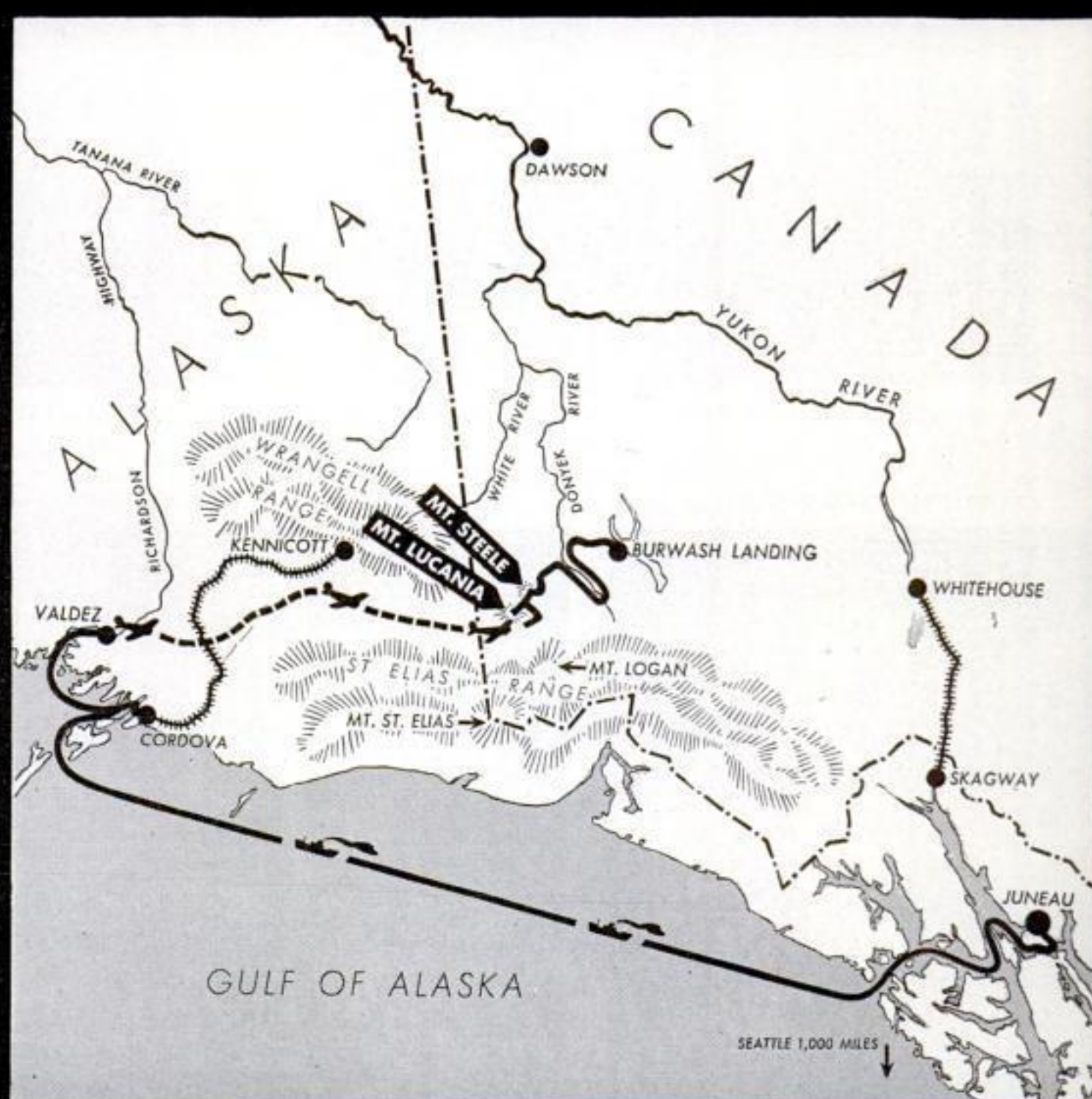
FROM MUDFLATS OUTSIDE VALDEZ (LEFT) A PLANE CARRIED WASHBURN (WHITE LINE) 250 MILES EAST TO WALSH GLACIER (OPPOSITE PAGE)

FROM A MOUNTAIN CLIMBER'S ALBUM

Bradford Washburn is first to scale Mt. Lucania

Mountaineering is a compound of sport, science, audacity. In America it has appealed lately to a growing band of young climbers notable for successes among the peaks of this hemisphere. Less reckless than Bavarians, they have relied on scientific planning, camping ability. Of them none is more precise and competent than Bradford Washburn of Cambridge, Mass., instructor at Harvard's Institute of Geographical Exploration. Last July this young cartographer made front-page news by climbing Mt. Lucania, till then the highest unscaled peak in North America. Herewith *LIFE* dips into his private album and prints exclusively his own photographs of this adventure in the Canadian Yukon.

Hunching five great shoulders skyward from the St. Elias Range, Lucania long was thought impregnable behind its surrounding barrier of glaciated ridges. Washburn and Robert H. Bates, his climbing companion, took a steamer to Valdez, Alaska (see map, right). On June 18, they took off from mudflats in Bob Reeve's plane (see above), flew across the boundary into Canada and landed safely on Walsh Glacier (see opposite page, top). From there Washburn and Bates set out on their climb, topping Mt. Lucania, July 9, and Mt. Steele two days later.



MT. LUCANIA
—17,150 FEET

MT. STEELE
—16,664 FEET

WALSH GLACIER BASE CAMP

—8,500 FEET

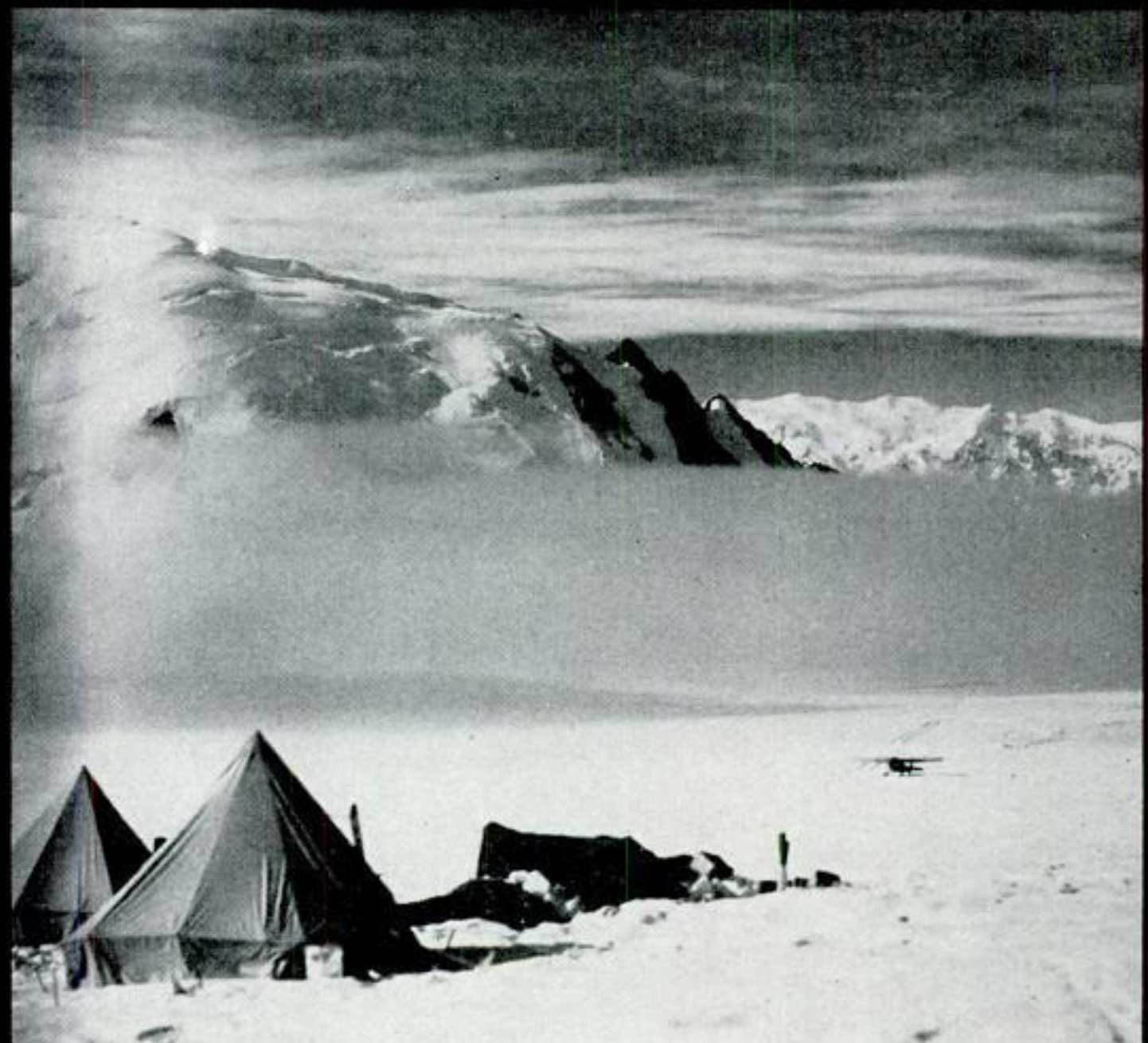
ON THIS AERIAL PHOTOGRAPH WASHBURN LOCATED HIS NINE CAMPS AND MAPPED IN ADVANCE HIS CLIMB (WHITE LINE) UP LUCANIA AND STEELE



Bradford Washburn, 27-year-old Harvard man, is a veteran of four seasons in the Alps, seven Alaskan expeditions.

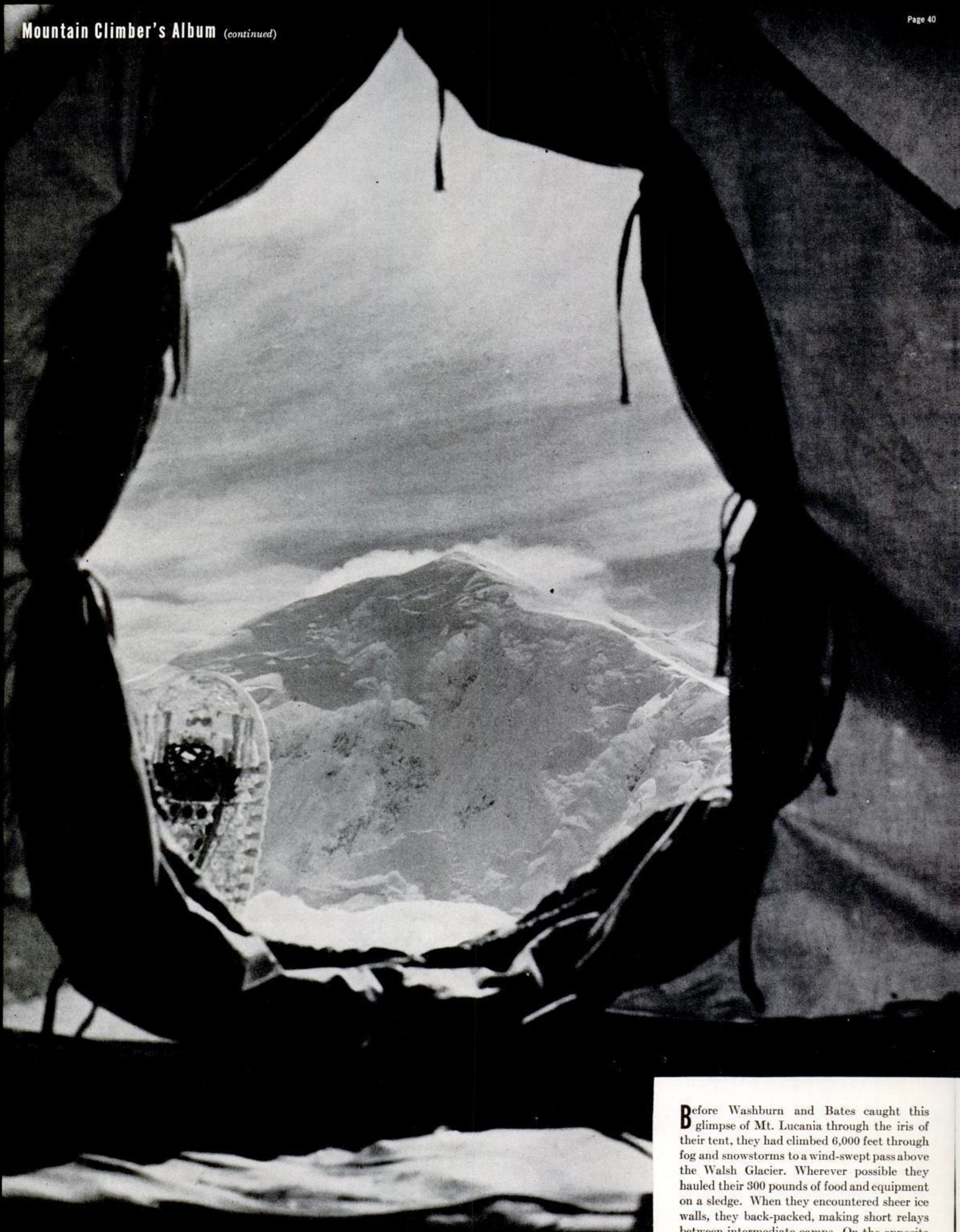


Special skis, sheathed in stainless steel, were attached by Pilot Reeve (*above*) to his plane for flight from the mud of Valdez to the snows of Walsh Glacier.

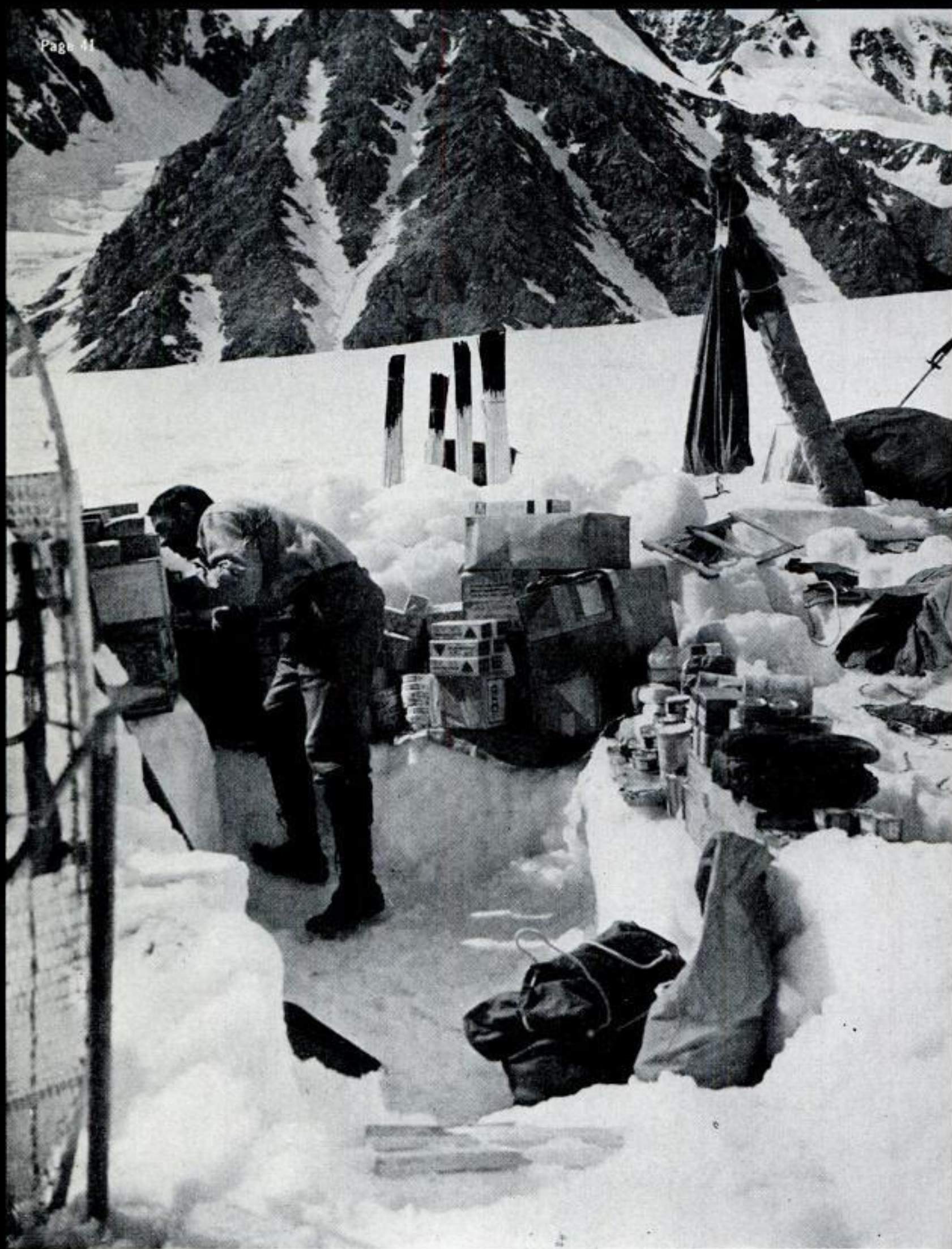


On Walsh Glacier (*see top picture*), 8,500 feet up, Reeve landed his plane (*right*) and Washburn and Bates pitched their base camp. After this picture was taken the pilot tried for five days before he lifted his plane from the glacier's slushy ice.

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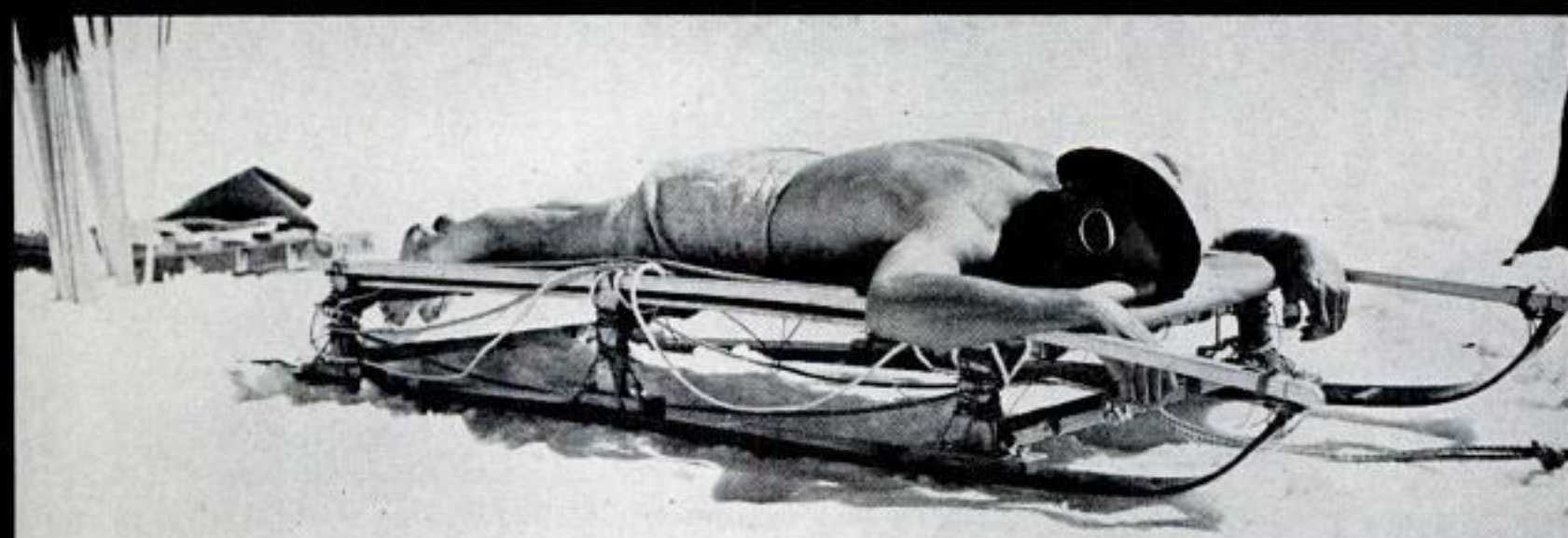
Before Washburn and Bates caught this glimpse of Mt. Lucania through the iris of their tent, they had climbed 6,000 feet through fog and snowstorms to a wind-swept pass above the Walsh Glacier. Wherever possible they hauled their 300 pounds of food and equipment on a sledge. When they encountered sheer ice walls, they back-packed, making short relays between intermediate camps. On the opposite page you see a few of the items necessary to a sub-Arctic mountain-climbing expedition.



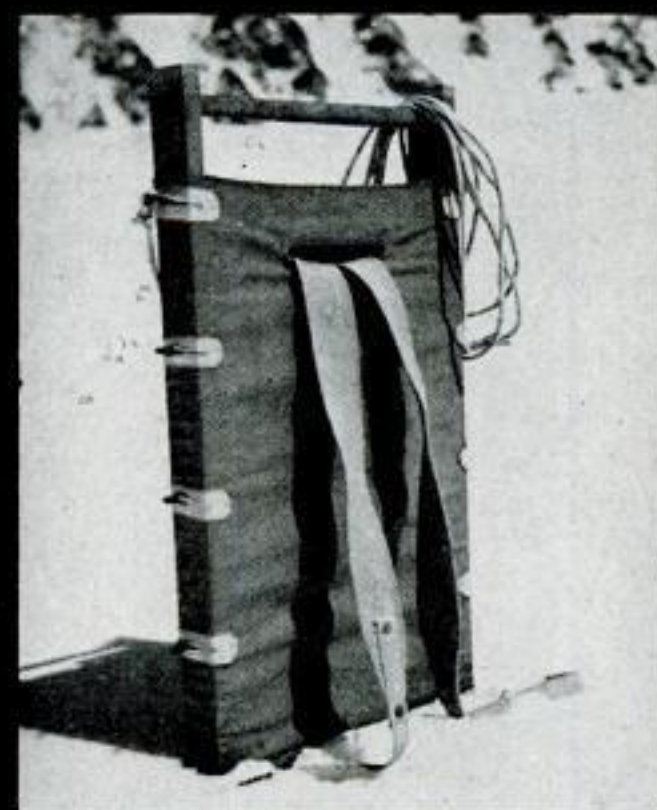
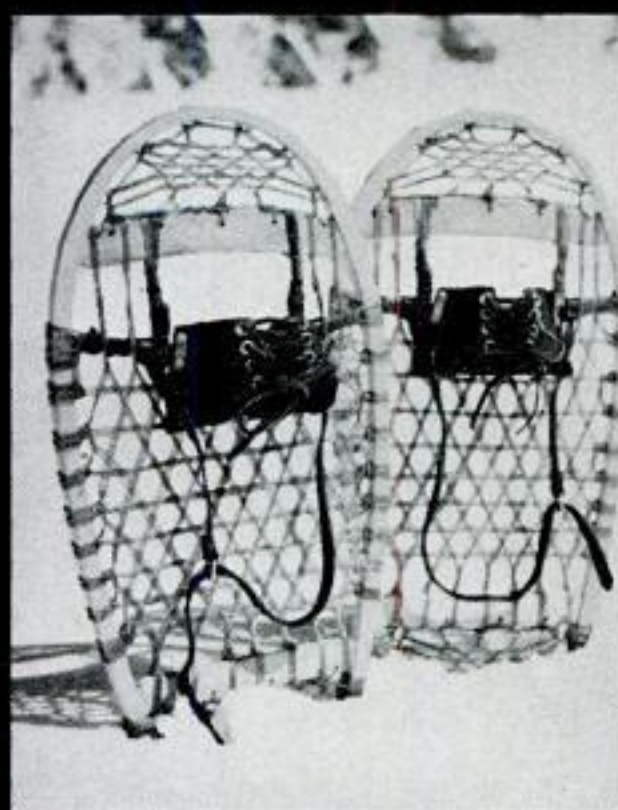
Supplies, cached on the glacier in May, were excavated by Washburn and Bates on their arrival. Like Roman fasces stuck in the snow are the bundles of black-tipped willow wands used by the climbers to mark their trail in the brief intervals of clear weather between recurrent fogs.



This self-portrait of Washburn and Bates in their single sleeping bag was taken by setting the camera's automatic timing device and then jumping into bed. Usually they slept head to feet.



114° in the sun permitted the climbers to bask and take snow baths in the narrow protected valley at the head of Walsh Glacier. At night, however, the temperature dropped to 14° below zero.



BEARPAW SNOWSHOES (LEFT) AND PACK BOARD SLUNG ON BACK



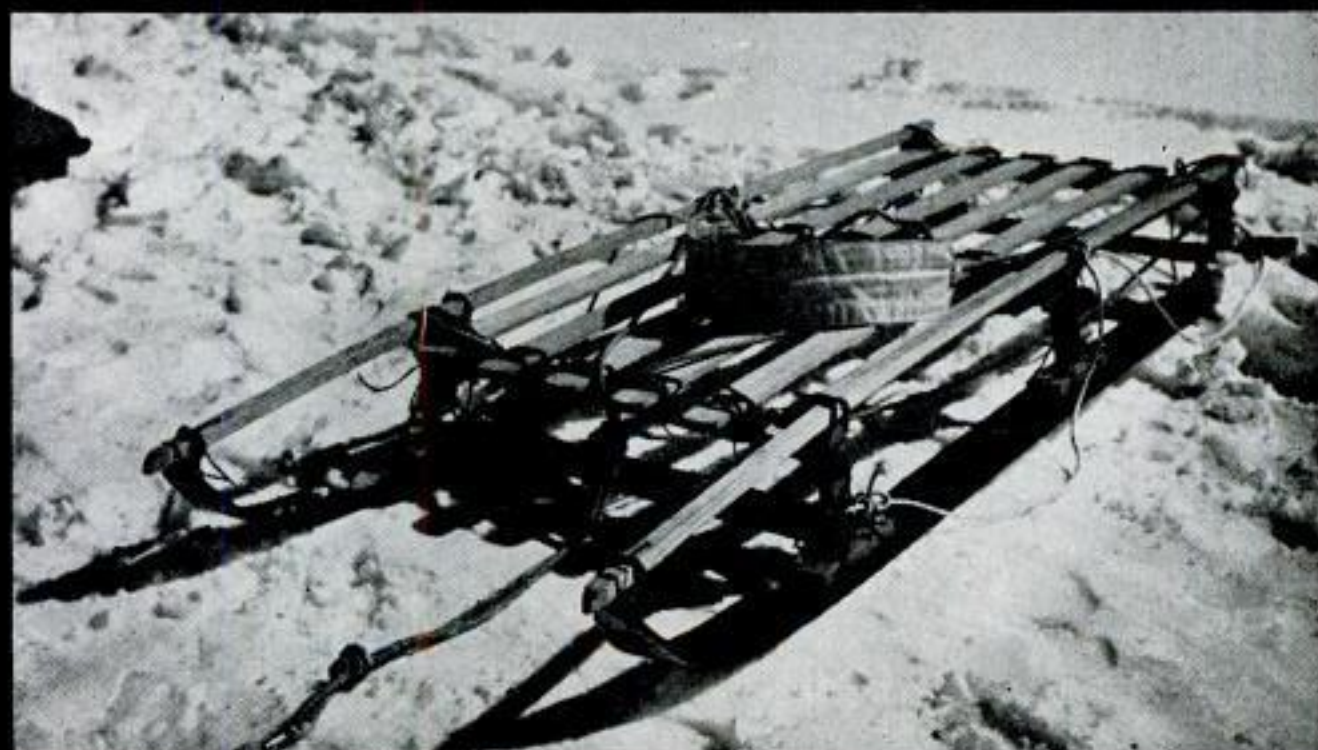
FELT INNER SOLES PROTECT SHOES FROM FROZEN SWEAT



GRADUATED TINS KEEP GASOLINE FROM SLOSHING ON MARCH

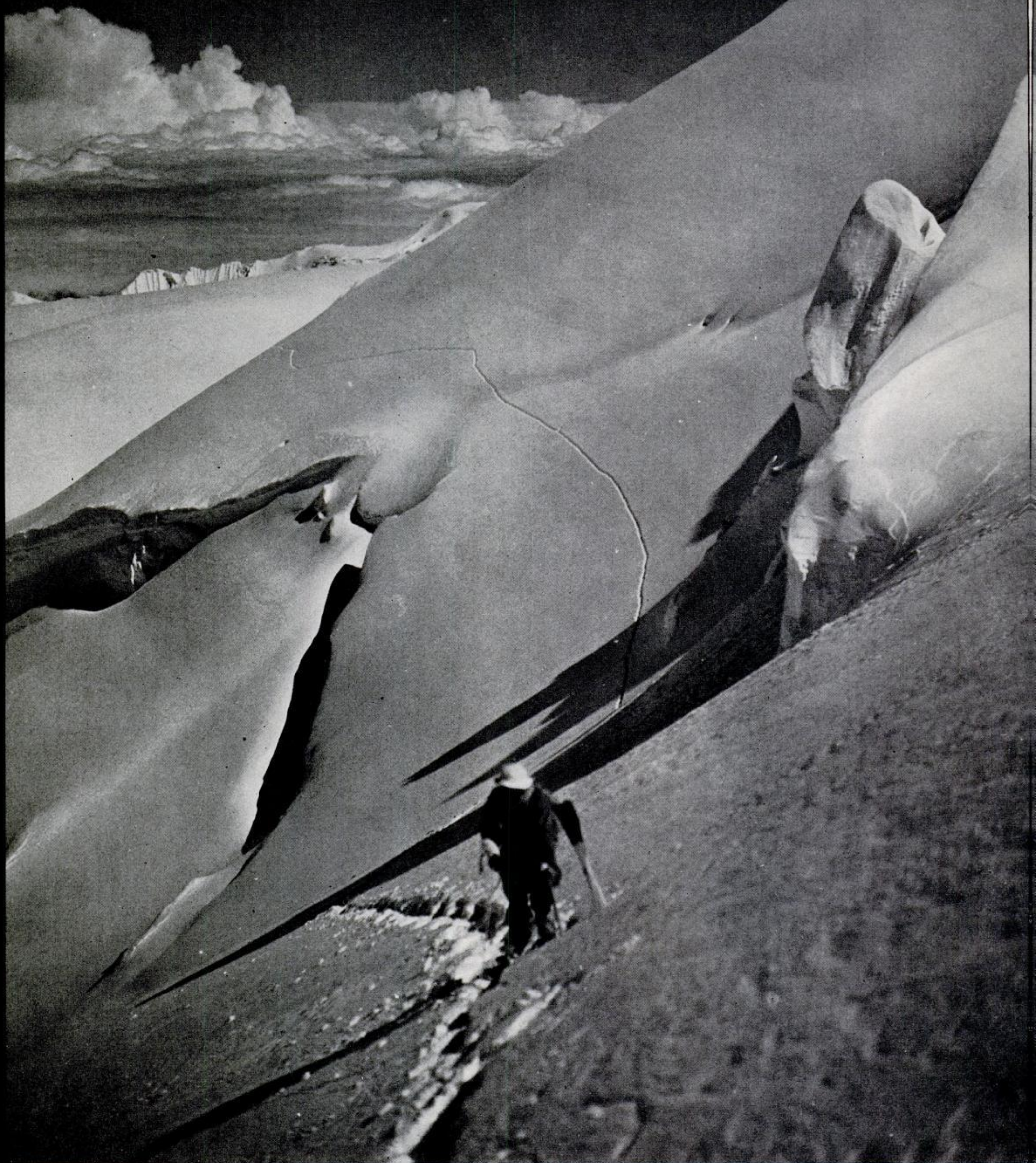


EIDERDOWN SLEEPING BAG WITH PILLOW AND MUFFLER



HICKORY SLEDGE FOR HAULING LOADS ON LOWER GLACIER

Mountain Climber's Album *(continued)*



Up Lucania's last slopes the climbers plodded, through tremendous drifts of dry snow, past crystalline ice falls (*right*). Their ninth and final camp was pitched 4,000 ft. below the summit on the white plain seen to left. From there at 8 o'clock on the morning of July 9, they

set out with a few emergency rations for the concluding dash to the peak. In this picture you see Bates snapped by Washburn shortly after noon. They reached the summit at 4:45 p.m., munched dates and chocolate for 45 minutes, arrived back at camp at 8:40 p.m.



Down Steele's sharp shoulder trudged Washburn and Bates after climbing its 16,644-ft. peak. Mt. Steele, unlike Mt. Lucania, was no "first ascent" for them, since it was climbed in 1935 by the Walter A. Wood Yukon Expedition. Reducing their packs to 60 pounds

each, they descended the eastern side of Steele to Wolf Creek Glacier (*left, foreground*) 9,000 feet below, proceeded down the glacier to the Donjek River, made a 50-mile detour to ford it, arrived at Burwash Landing July 19. For a panorama from Steele, turn the page.

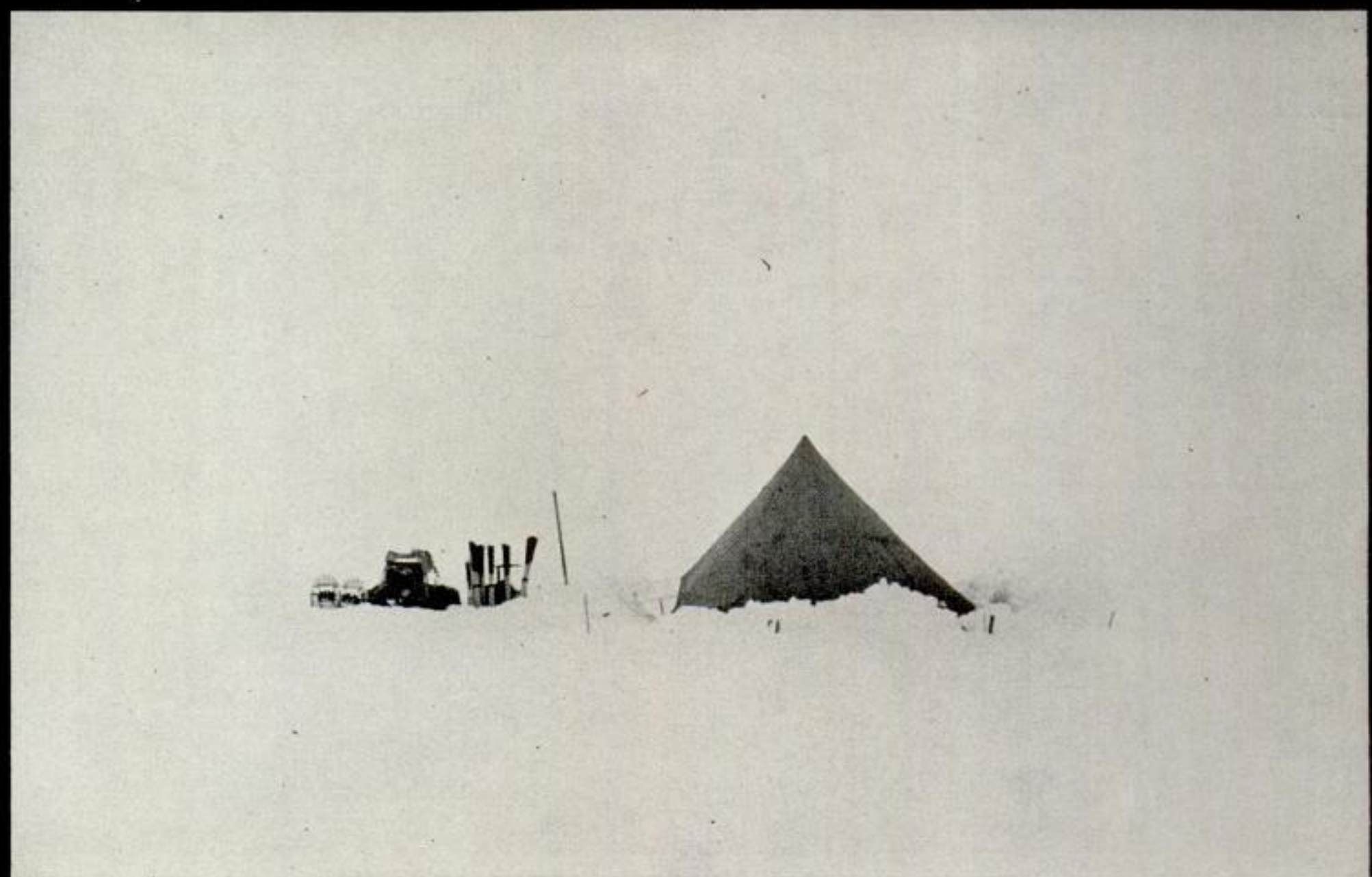
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THUNDER OVER THE YUKON—LOOKING EAST FROM STEELE'S SUMMIT, WASHBURN AND BATES



First to stand on Lucania's crown, Washburn and Bates, perched their camera on an ice ax, photographed themselves. They found the summit to be a narrow ridge of snow-covered ice, barely twelve feet long.



The fog comes down every morning soon after dawn, lifts again at sundown. Above you see Camp 8 mantled in midday fog. During the hours of good visibility, Washburn and

Bates would hasten ahead without packs, mark their trail with willow wands, return to camp. Next morning they would carry their food and supplies along the marked route.



BEHELD THIS YUKON PANORAMA IN THE MIDST OF ONE OF ITS DAILY THUNDERSTORMS



The fog lifts at Camp 8, the same one shown amid mists on opposite page. The climbers' tent is pitched on a 14,000-ft. pass connecting Steele and Mt. Lucania whose eastern face and cloud-plumed summit is seen above, six horizontal miles away. Walsh Glacier is hidden far below to the left. The ascent of Lucania lay up the ridge to right.



Second to stand on Steele's summit, Washburn and Bates found willow wands embedded there by Walter A. Wood, who, climbing from the east, made the first ascent of this peak in 1935 (LIFE, Nov. 30, 1936).



"THE SLENDER BODIES OF BALINESE WOMEN," SAYS COVARRUBIAS, "ARE AS MUCH A PART OF THE LANDSCAPE AS THE PALMS AND BREADFRUIT TREES"

MIGUEL COVARRUBIAS FINDS AN ARTIST'S IDYL IN BALI

In the painting of the slim brown Balinese girl (*above*) Miguel Covarrubias tries to sum up the beauty of "the world's most cultured people." For on the volcanic isle of Bali, halfway around the world from New York, Mexico's "boy wonder" found an artistic fulfilment and a peace he had never known before. To him no people are more beautiful, no landscape more seductive, no race more lofty in spirit.

And in some ways this painting sums up Miguel Covarrubias. Fourteen years ago, a boy of 19, he came to New York from his native Mexico City. The son of a government lottery director, scion of a family of diplomats, he had scrawled cartoons of Mexicans in high places and suddenly found himself popular. A scholarship took him north. Here the plump youth with the easy Latin charm met Novelist Carl Van Vechten. He became entranced with Harlem. With Van Vechten he created the Negro art craze that reached its peak in 1929 and fizzled out with the Depression. But while it lasted it made Miguel Covarrubias famous. His crisp, smartly grotesque caricatures appeared in fashionable magazines. The *Prince of Wales and Other Americans* set Americans laughing, lifted him to the pinnacle of U. S. cartoonists.

But Covarrubias wearied of New York. He hated its rush, its commercialism, its hard, fast unmeditative tempo. A true Latin, he wanted leisure, time to

muse, to loaf. He escaped in travel. A freighter landed him in Bali in 1930. And here, on the tropical rim of Asia, he found what he sought. The luminous green of the landscape, its rich browns and ochres appeased his eye. The beauty of the people—living "as no other race . . . in such close harmony with nature"—appeased his soul. He lived with a Balinese family in a compound. He listened to their tales, ate their food, bathed with them in their brown rivers. Almost every moonlit night he went with them on one of their perpetual festivals. He studied their dances and recorded their music—to him the highest type the world has heard. Above all, he observed with envy the role of the artist among them. For in Bali every man is an artist. After his work in the rice fields he sings, dances the intricate and poetic legends of his ancestors, carves the soft volcanic stone of his temples, or paints the virtues of his gods. To Miguel Covarrubias, escaping the commercialism of the Western World, that land was paradise where artists never get paid but create for the joy of their fellows.

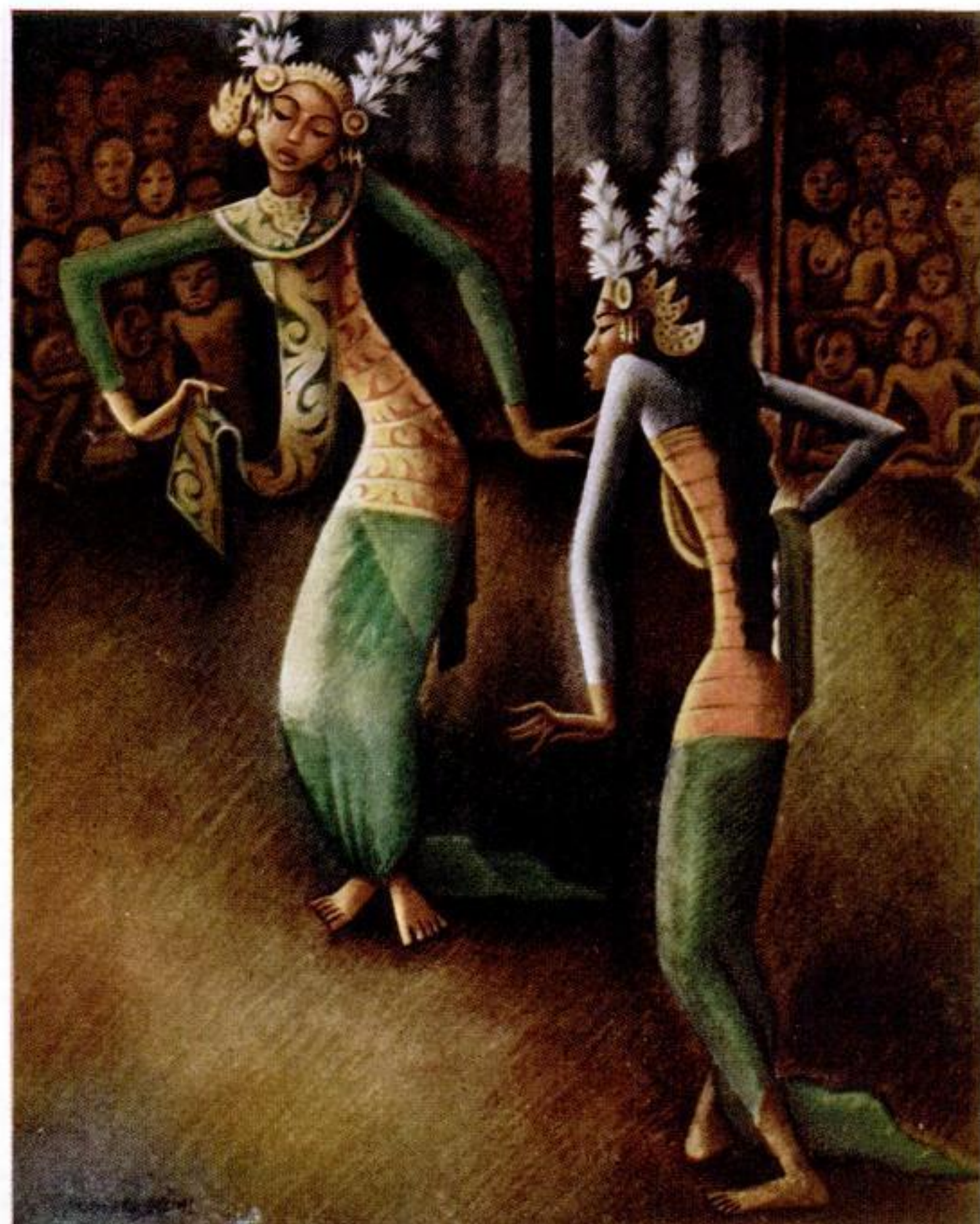
In November, Alfred A. Knopf will publish Covarrubias' *Island of Bali*, with 90 of his sketches and 120 photographs by his wife, samples of which appear on these pages. The book will be Miguel Covarrubias' panegyric to the artists' paradise where life "moves with the measured rhythm of an undersea ballet."



Balinese fishermen (*above*) in an outrigger, make one of their rare excursions to sea to catch giant turtles. As a rule, they avoid the water where dwell the evil spirits of Bali mythology. Good spirits inhabit the mountaintops.

Balinese war dance (*lower left*) typifies the strong elegance of the male, in contrast to the exquisite grace of the women. It is performed, after years of rigorous training, by middle-aged warriors with magic scarfs and spears.

Balinese opera (*lower right*) begins at midnight and is the favorite rendezvous of young lovers. It tells the love stories of legendary Bali heroes and is acted mainly on moonlit nights. Male actors often impersonate young girls.





EVERY NIGHT IS FESTIVAL NIGHT IN BALI

To the pleasure-loving Balinese, life is one feast after another. Almost any clear day sees, somewhere in Bali, the hoisting of long white streamers on bamboo poles high over temple walls. At this signal, the whole village turns out to celebrate. The

festival may be planned for one of many spirit gods: the god of rain, of rice, of death and of the sea. All day long the women prepare. They vie with one another in decorating the great cones of sacrificial fruit painted by Artist Covarrubias (*above*). When finished, the offerings, often weighing 50 lb. or more, are hoisted on the women's heads and carried proudly to the temple. From bearing such burdens, Balinese women acquire a majesty of posture unequalled in the world.



COVARRUBIAS FEARS THE TOURIST INVASION OF BALI

Seven volcanoes dominate the island of Bali, and around them rotates the intricate and ancient civilization of the Balinese. (The brilliant map by Covarrubias above is symbolic, rather than realistic.) Gunung Agung (right), highest of the seven, is "the navel of the world." On its green summit live the gods, a mixture of ancestral and Hindu deities. Halfway down its slope is Besakih, mother temple of all Bali. Nearby is Gunung Batur, only one of the seven volcanoes still active. In its ancient crater is a lake, on the banks of which once stood the sacred village of Batur. In 1917 Gunung Batur suddenly erupted hot lava, destroyed 65,000 homes, 2,500 temples, 1,400 lives. Along its edges now runs the main auto highway between Buleleng, Bali's northern port, and Denpasar, its native capital. Both are scarcely more than villages; for Bali has neither cities nor railroads. Travel courses over a 500-mile network of auto highways connecting the clustered villages on volcanic slopes. In the bright little Ford busses that race back and forth across the island (80 miles at its widest) sit merchants, Dutch colonial officials, and the myriad of tourists who, to Covarrubias' grief, now clutter his enchanted isle.

On the lower slopes stretch terraced rice fields. Most Balinese own their own

land, or live in family compounds operated on a simple communal economy. Nobody is very rich, nobody starves. A batik skirt costs less than \$1, and fruit is plentiful. To the west of the island lies an arid waste. Here the country is abandoned to crocodiles along the coast, fierce tigers in the inland bush. For the rest, there is the green tropical sea. The Balinese do not like the sea. Only to catch sea turtles, a dish of rare delicacy, do they venture out on it. Across the sea lies Nusa Penida, penal island to which the rare Balinese criminals are exiled for life, a punishment harsh as death.

Without the *Rose of the Winds*, painted by Covarrubias in the lower left corner, a Balinese feels lost. It is his compass, his guide, his religious amulet. Its petals and core are the nine Balinese cardinal directions. Black is "upward to the mountains" (North). Red is "downward to the sea" (South). Yellow is "to the left" (West). White is "to the right" (East). Green, blue, orange and pink are intermediate points. The centre is a mixture of all colors. In it and the petals are magic religious syllables. But neither this amulet nor the beauty of Bali, Covarrubias fears, will prevent the island from being overrun by missionaries and tourists who will vulgarize its people, destroy its culture, corrupt its civilization.

EVERYBODY IN BALI IS AN ARTIST

On the preceding pages you have seen Covarrubias' Bali. Here you see Bali's Bali. Every Balinese is an artist of one kind or another. Peasants, princes, priests and coolies paint or carve or dance or play musical instruments. Painting, sculpture and playing music is reserved by tradition to men. Women weave, making masterpieces of beautiful offerings to the gods (see page 49). Women also train from early childhood for intricate dances.

Art is so much a part of everyday life in Bali that the natives have no word for "art" or "artist." The artist in Bali is essentially a craftsman and at the same time an amateur, casual and anonymous. He expresses his simple enjoyment of life in naïve uninhibited forms. He delights in portraying everyday scenes, and he barter his work for his daily bread.

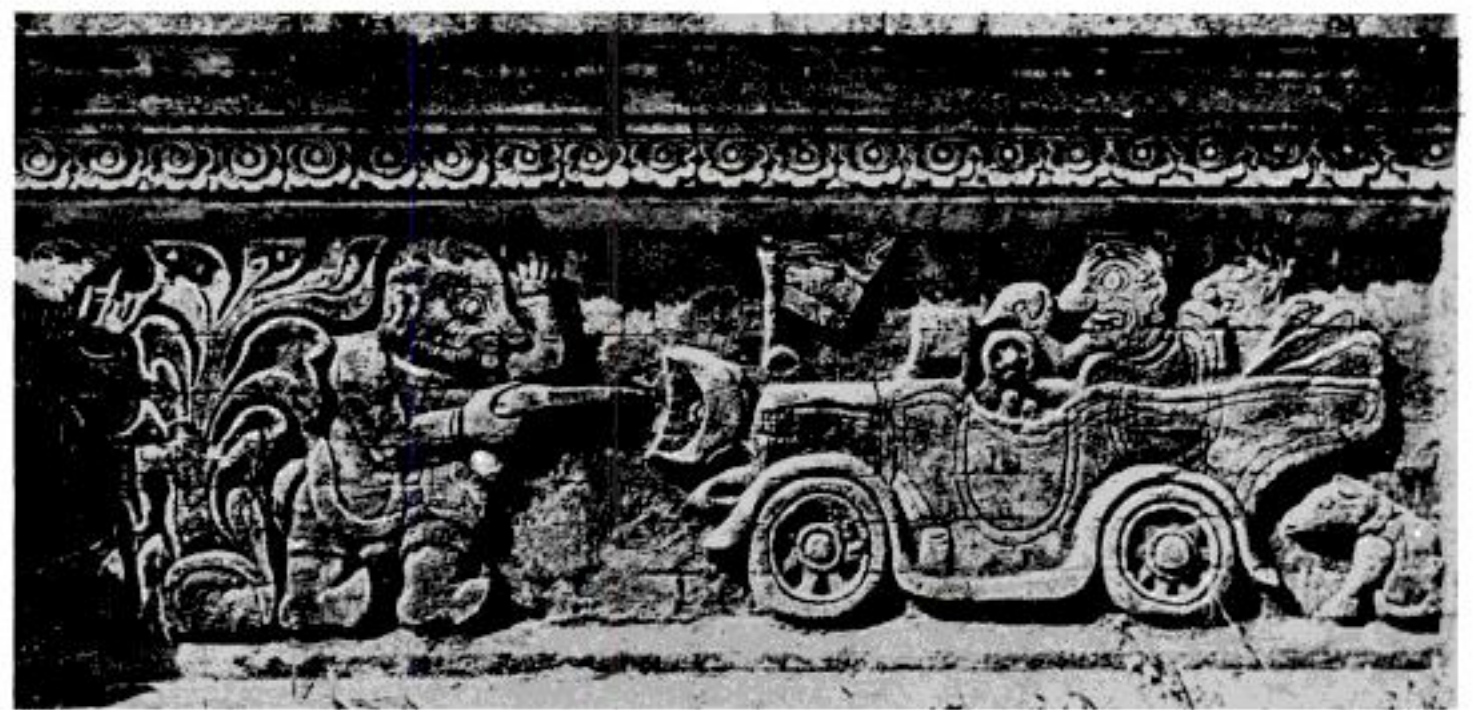
Balinese art is not for posterity. The only stone available is a soft sandstone that soon crumbles in the tropical climate and looks antique within a few years. The temples and stone reliefs must be constantly renewed. White ants devour the wooden sculptures and humidity rots paper and cloth. Innumerable outside influences—Indian, Chinese, Javanese—have influenced their art, but the Balinese have made it into something essentially their own.



COCKFIGHTING, REPRESENTED IN THIS FRIEZE, IS A FAVORITE BALINESE SPORT



BALINESE SCULPTORS QUICKLY ADOPT ALIEN NOVELTIES LIKE BICYCLES



THIS AUTOMOBILE HOLDUP IS CARVED ON A BALINESE TEMPLE



I SOBRAT, A MODERN BALINESE, APES WALTER SPIES, GERMAN ARTIST NOW RESIDING IN BALI, IN THIS PAINTING OF A WITCH PLAY



LAZLO WILLINGER PHOTOGRAPHS HOLLYWOOD STARS LIKE LUISE RAINER



Making movie stars look beautiful is one of the most competitive and highly-paid fields of photography. A face like that of Luise Rainer (*above*), which is worth big money to her studio, must be kept constantly before the public. It is the job of Hollywood's portrait photographers to make it look even lovelier than Nature intended and to photograph it in such arresting fashion that newspaper editors will put the picture in their columns instead of their wastebaskets. For this service, an ace portrait photographer commands up to \$150 a picture.

Metro-Goldwyn-Mayer, which has more stars and more

money to spend on them than any other studio, recently imported Photographer Lazlo Willinger (*left*). His first pictures, which the studio immediately put on exhibition, include the photographs on this and the two following pages and on the cover which shows Nelson Eddy in costume for his next picture, *Rosalie*.

Lazlo Willinger's father was a German photographer who emphatically did not want his son to follow in his footsteps. When Lazlo was 15, in 1924, he ran away to Berlin, opened a studio. Recently he has divided his time between covering Austria for the London *Express* and photographing Europe's top film stars.

... AND ALLAN JONES

Movie studios discourage pictures like the one below because people are likely to look at the horse instead of the star. It shows Allan Jones who is currently appearing in a dull screen operetta, *The Firefly*. Mr. Jones, who used to operate a steam shovel, wishes his studio would cease producing such costly

monuments of boredom and make a musical picture about machinery, with a digging-dancing routine by steam shovels. Credit for the picture below belongs to Jones as well as to Photographer Willinger because most screen heroes, if they tried to assume such a pose, would fall off the horse.



CONTINUED ON NEXT PAGE



(continued)

... AND LYNNE CARVER

Photographer Lazlo Willinger's job at M-G-M includes glorifying starlets as well as stars. This is what he did for Lynne Carver, a young lady who appeared in LIFE last week as one of Hollywood's most promising candidates for stardom. She is the 19-year-old daughter of a mining expert in Lexing-

ton, Ky., and her real name is Virginia Reid Sampson. She has a third name, Mrs. Nicholas Nayfack, which was given her, along with her wedding ring, by an M-G-M executive, a nephew of M-G-M President Nicholas Schenck. Miss Carver will appear in Joan Crawford's next picture, *The Bride Wore Red*.

HE DARED TO ENTER THE
FORBIDDEN INTERIOR OF

CHINA



The adventures of James L. Clark
—scientist, naturalist, explorer, and
vice-director of one of America's
largest museums

IN SEARCH of rare animals, James Clark led his expedition up from India, over the icy passes of the Himalayas, and across the desert wastes of inner China—a journey of over 3,000 miles beset with hunger, thirst, incredible hardship, and hostile natives. As Mr. Clark says: "I've had

my share of nerve-tensing danger and tough going—times when Camels come in handy. I wouldn't be without Camels on my expeditions. It's amazing how quickly my vim comes back when I smoke a Camel after an exhausting trek. And Camels never upset my nerves."

Costlier Tobaccos

Camels are made from finer, **MORE EXPENSIVE TOBACCOS**—Turkish and Domestic—than any other popular brand.



Copyright, 1937, R. J. Reynolds Tobacco Co., Winston-Salem, N. C.

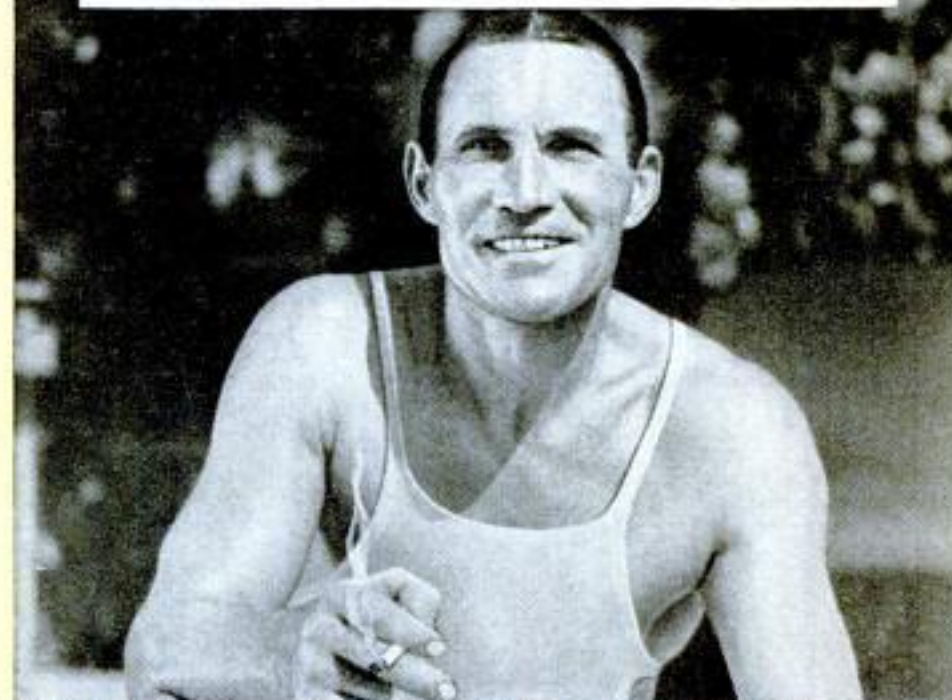
"HOUSEWORK takes plenty of energy too," says Mrs. Robert Fennimore. "When I get to feeling tired, I light up a Camel—get a wonderful 'lift' in almost no time. Camels are so mild—they just suit a woman's taste."



•
**THE CAMEL
CARAVAN
NOW ON THE AIR
WITH A FULL-
HOUR SHOW!**

Includes "Jack Oakie College" and Benny Goodman's "Swing School"! Sixty fast minutes of grand fun and music every Tuesday night. 9:30 pm E.S.T., 8:30 pm C. S. T., 7:30 pm M. S. T., 6:30 pm P.S.T., over WABC-Columbia Network.

SWIMMING UNDER WATER for even 25 yards is a feat that would exhaust the average person. Claude Newberry went 72 yards! He says: "'I'd walk a mile for a Camel'—that's how I prize the 'lift' I get with a Camel after swimming."



GET A LIFT WITH A CAMEL

1887



50 YEARS AGO TODAY

LOUISVILLE, SEPTEMBER, 1887—Reports from all over the country show that Four Roses Whiskey, the new brand introduced by one of America's oldest distillers, is receiving a tremendous reception. A host of knowing drinkers declare it the finest whiskey they ever tasted, and predict for the brand a long and brilliant future.

...AND TODAY

FIFTY years have passed since we first brought forth Four Roses—and to mark the beginning of this noble whiskey's second half-century, we're now offering you a still *finer* Four Roses.

Today, as before, Four Roses is ALL whiskey—still a superb combination of *several* straight whiskeys. *But ah, such whiskeys!* Each is a distilling masterpiece! Each has some special claim to greatness!

So, if you've *always* liked Four Roses, you'll find it even *more* glorious today! And if you've never tried Four Roses in the past—be sure to try it now! Frankfort Distilleries, Inc., Louisville & Baltimore.

FOUR ROSES

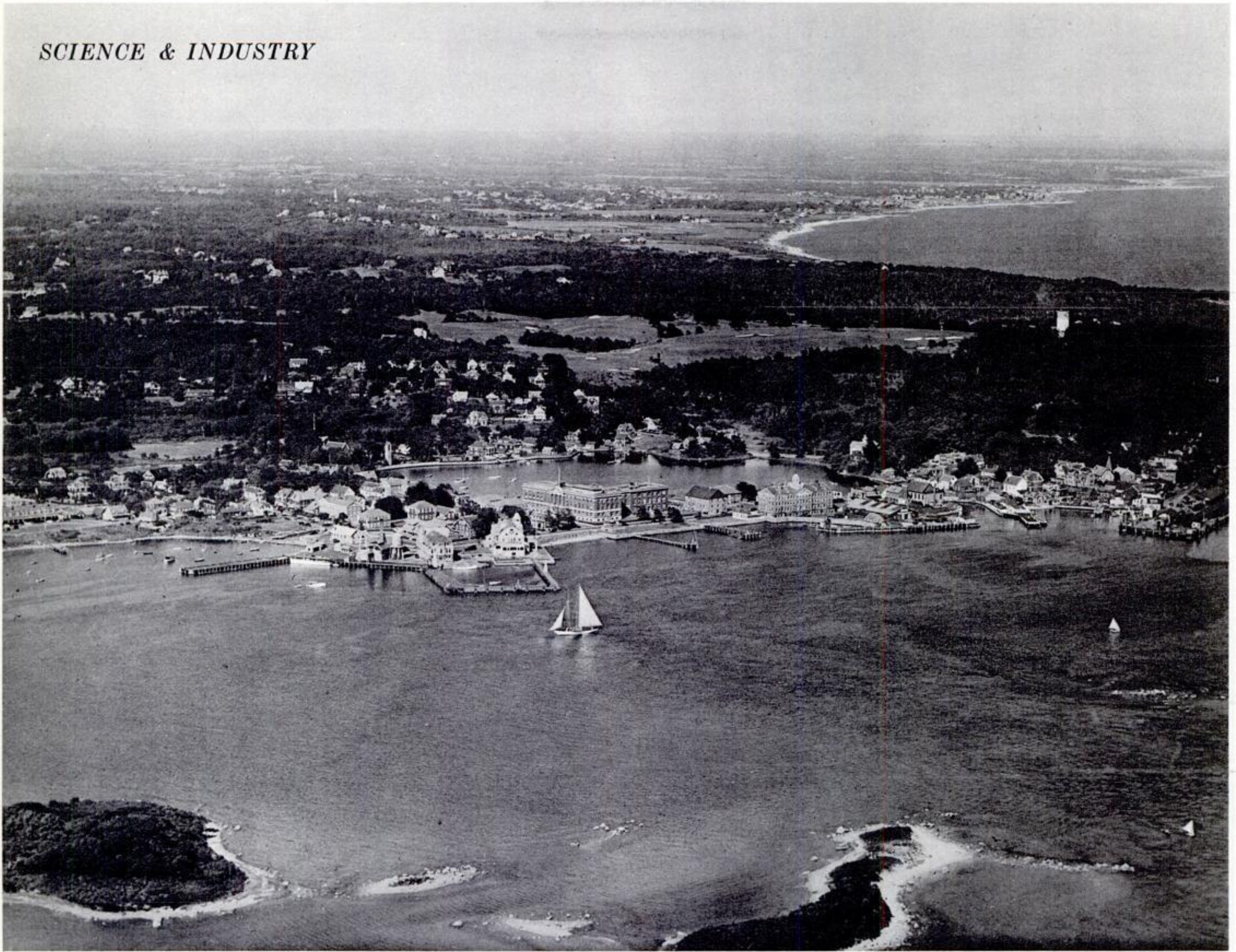
A blend of straight whiskeys—90 proof

We believe Four Roses is America's finest whiskey—regardless of age or price

1937



SCIENCE & INDUSTRY



CREAM OF U.S. BIOLOGISTS GATHERS AT WOODS HOLE FOR SUMMER WORK



Sister Florence Marie of Seton Hill College, Greensburg, Pa., has been working for six summers at the Laboratory.

Every summer, some 500 scientists from colleges and institutions throughout the U. S. converge at Woods Hole, Mass. (see above), remain there to study from one to four months. This workshop resort offers them ample facilities for research, intellectual companionship and a chance to hobnob with science pundits. Majority of visitors are college students or investigators preparing theses for doctorates. They work when they please, give the rest of their time to lengthy discussions and recreation. (For a Woods Hole scientists' picnic, see p. 114.)

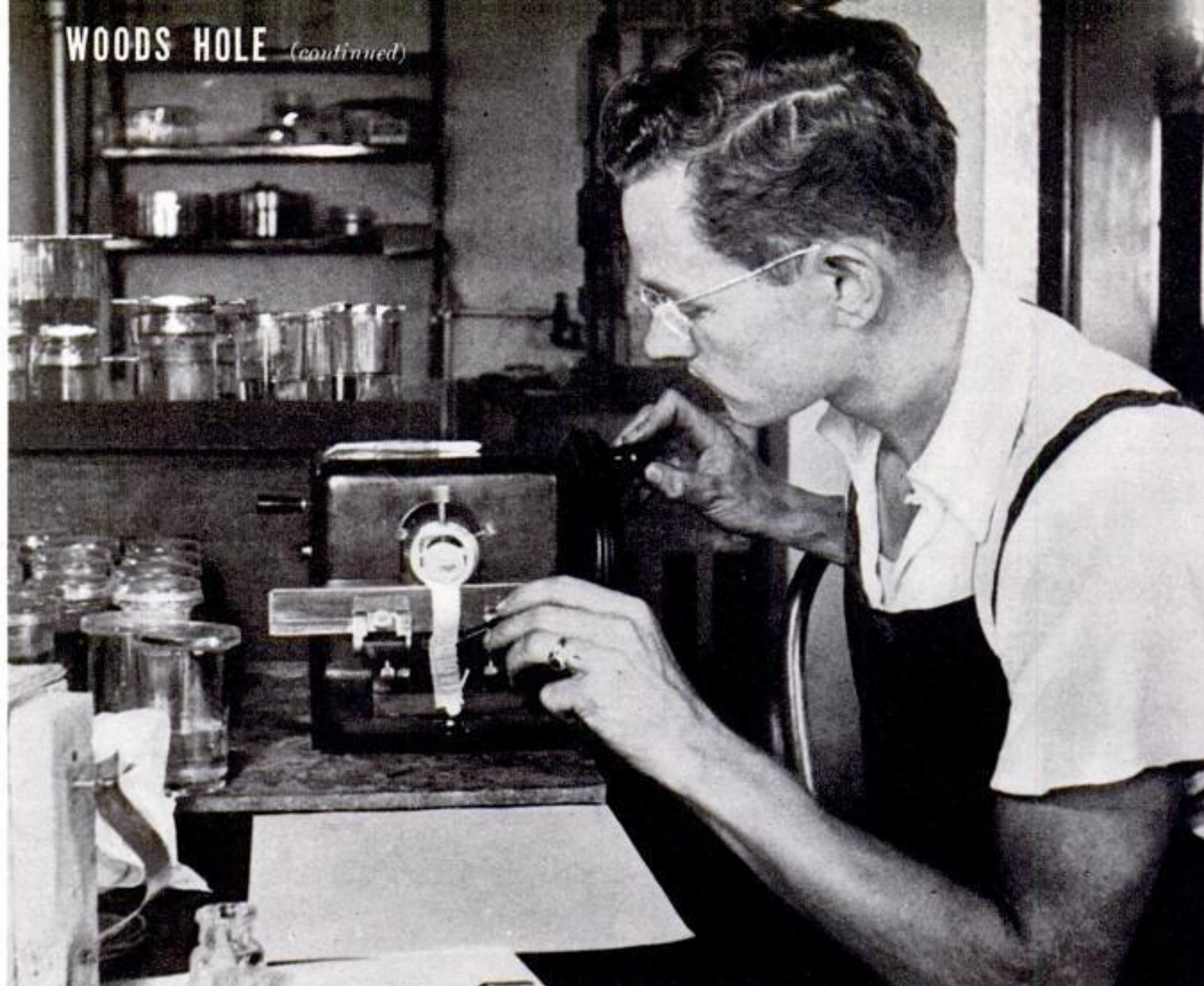
Most important of Woods Hole institutions is the 50-year-old Marine Biological Laboratory, whose main building is in centre of picture above. Its primary purpose is the promotion of biological research by providing laboratory facilities and instruction courses. For \$350 a hard-working young man or woman can get instruction, a research room, bed and board during the summer. These fees plus revenue from endowments support the Laboratory.

Second mecca of science in Woods Hole is the Oceanographic Institution, to right of Laboratory. Its main asset is the auxiliary ketch *Atlantis* which collects deep-sea specimens, serves as a base for the study of the ocean bottom and of sea currents.



Acting director of the Oceanographic Institution is Columbus O'D. Iselin II. He spends most of his time on *Atlantis*.

CONTINUED ON NEXT PAGE



Investigator Jay Smith, a young instructor of biology at Johns Hopkins University, personifies the aver-

age Marine Biological Laboratory student. This summer he is investigating hermaphroditism in *Mollusca*.



Waiting on table pays for hard-working Investigator Smith's board. An hour later, he will change his clothes, take his girl to a dance.

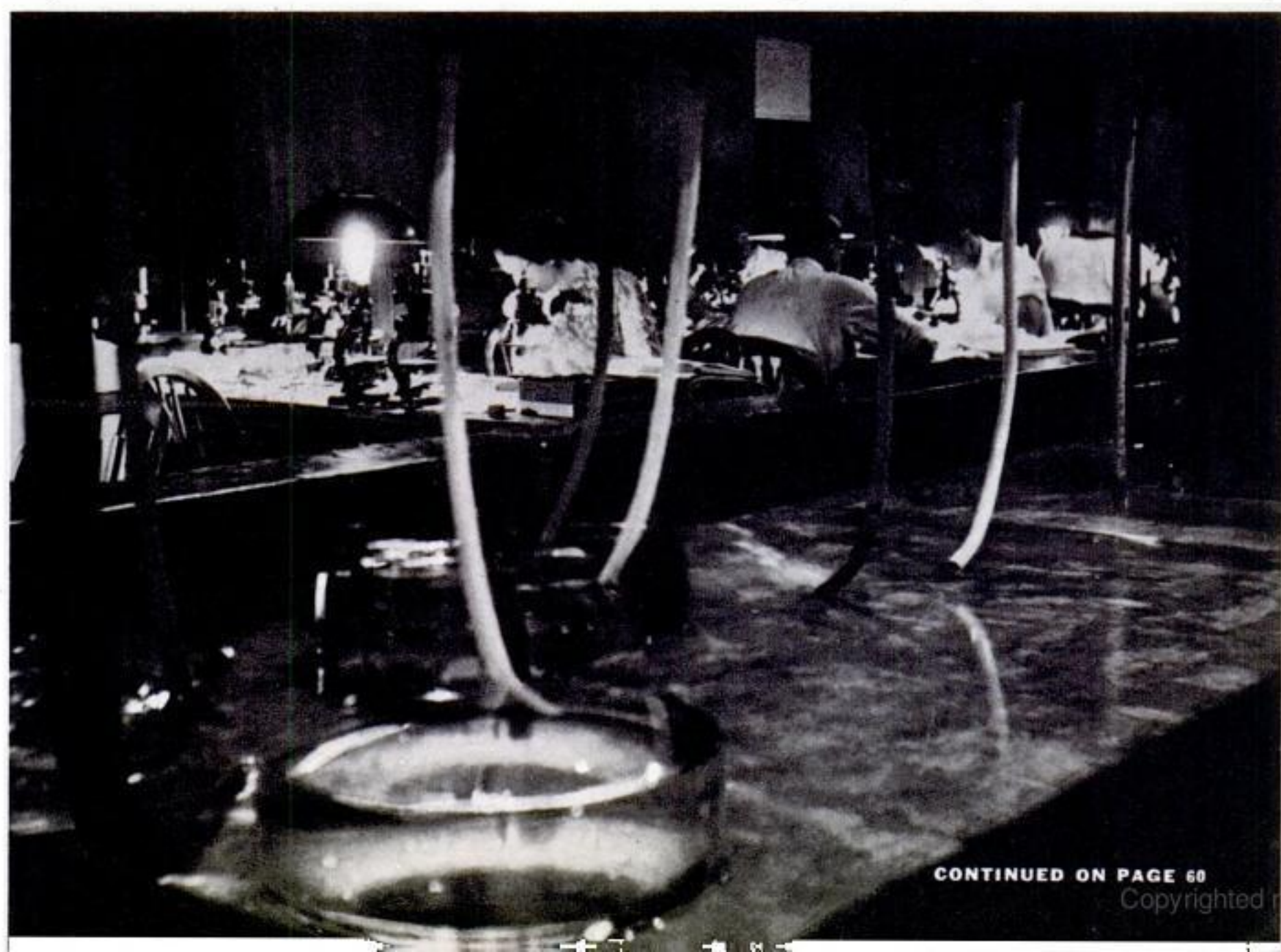


Edmund Beecher Wilson, professor emeritus of zoology at Columbia University, belongs to the uppermost layer of the Woods Hole science aristocracy.



Physiologist Harold C. Bradley waltzes at the smart Yacht Club dance; he is Commodore of the

Club. Below, at left, a student draws blood from a dogfish; at right, night work in the laboratory.



BUSINESS DEPENDS ON MONROE FOR FIGURES



NEWS . . Scene in City Room of Detroit Times. Phones to bring the news in, typewriters to write it down, and Monroes for the figure work of a busy newspaper. The Detroit Times adds Monroe Adding-Listing Machines to its equipment.

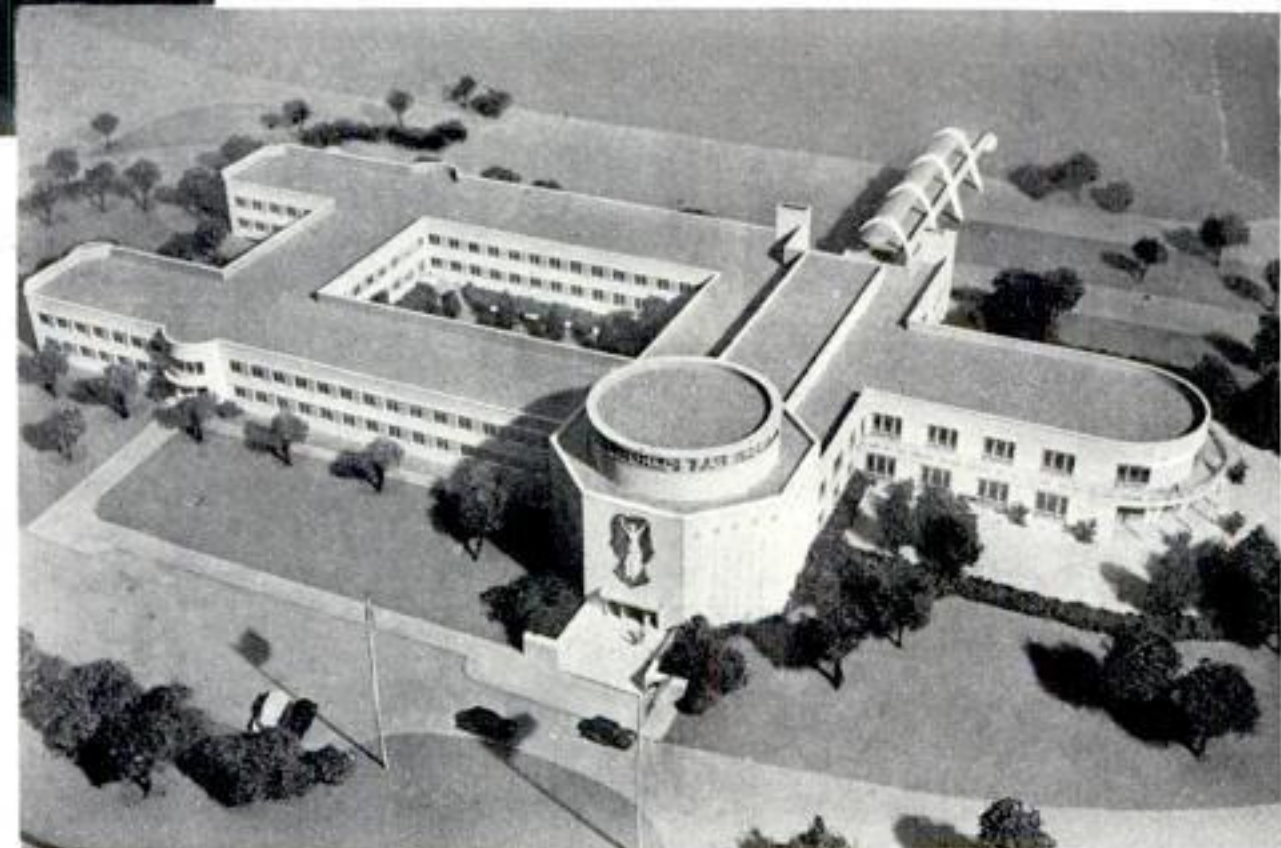


SLEEP . . It takes accurate figures as well as fine cotton and looms to make the famous Wamsutta sheets. Wamsutta Mills has just bought more Monroe Adding-Calculators.



WORLD'S FAIR . . The great New York World's Fair of 1939 is off to a good start, figuring statistics with a new Monroe Adding-Calculator.

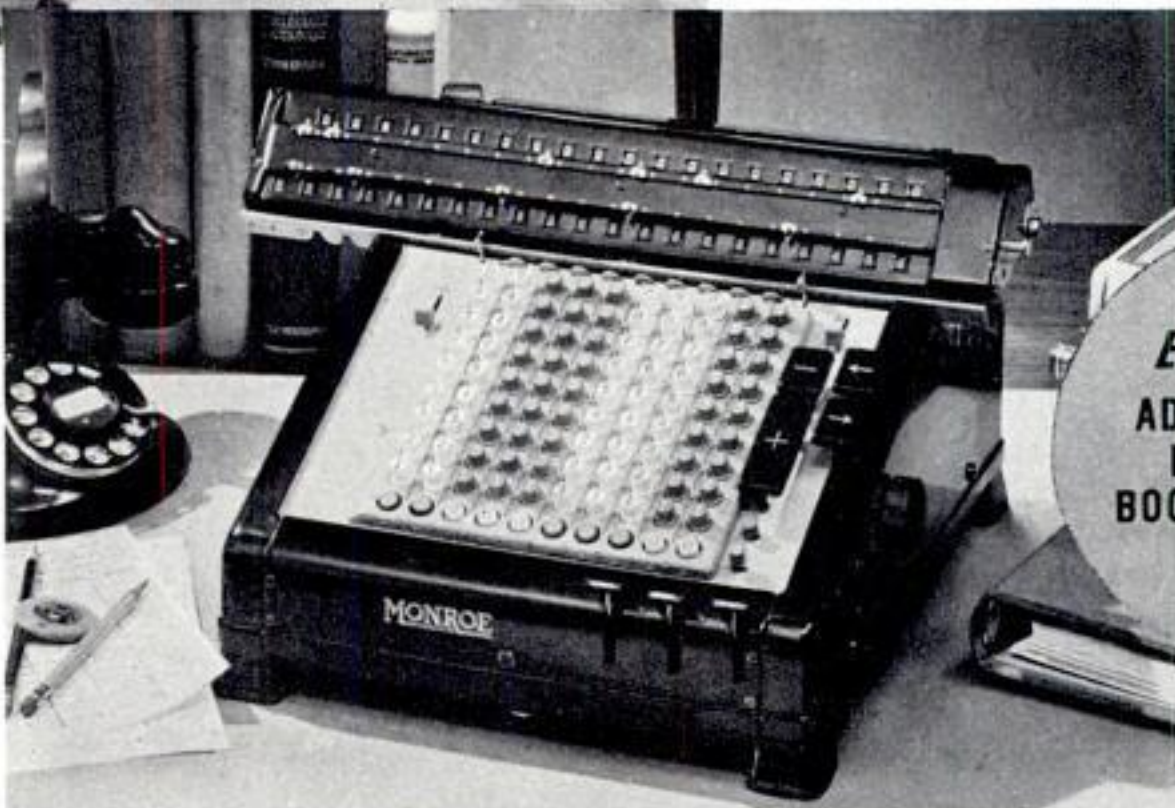
BEAUTY . . Soaps and shampoos for the millions require speedy figuring work. Procter and Gamble, famous for Ivory and Drene, have been Monroe users for years.



Your business and all business talks in figures—it talks most clearly when you are getting the greatest number of accurate answers quickly, economically, and with the least strain on your figure workers.

Hundreds of thousands of Monroes are doing the nation's figure work—and back of each Monroe is a nationwide service to adapt the right machine to each job and to assure Monroe users of uninterrupted figure production.

CHAMPION . . "Fastest Producer of Business Figures" is this newest Monroe Adding-Calculator, Model MA-7. All the advantages of Monroe simplicity and flexibility plus new automatic features.



**A MONROE FOR
EVERY FIGURE JOB**
ADDING-CALCULATORS
LISTING MACHINES
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CALCULATING MACHINE COMPANY, INC.

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Name.....

Address.....

MORE THAN 150 MONROE-OWNED BRANCHES SERVE AMERICAN BUSINESS

JOHN SAYS...HER HANDS
ARE **SMOOTH...** BUT
SMELLY



WHAT'S THE MATTER CHILD?
WHAT ARE YOU DOING?



I HEARD A NASTY REMARK
ABOUT MY HANDS AND NOW I
NOTICE THEY **DO SMELL AWFUL**
WHAT IN THE WORLD IS IT?



IT'S THIS LOTION YOU'VE BEEN
USING...IT SMELLS LIKE KITCHEN
SOAP...NEVER USE ANYTHING
ON YOUR HANDS BUT **FROSTILLA**
IF YOU WANT TO BE DAINITY
AND LOVELY



LATER

ANN-YOU'RE
WONDERFUL!

THANKS-BUT I
GUESS THE CREDIT
BELONGS TO MOTHER
AND **FROSTILLA**



FROSTILLA

makes your skin **SMOOTH, BEAUTIFUL** and **FRAGRANT**



35c, 50c and \$1.00
sizes throughout U.S.
and Canada. Travel
sizes at better ten-cent
stores.

Maybe it has happened to you! You spend time and money on soaps and mouth washes and deodorants and cosmetics —THEN without realizing it, you destroy it all by putting a lotion on your hands that smells soapy or medicinal. The danger is you may have become used to the odor; but to others, it smells like lard or disinfectant. Use Frostilla and *increase* your daintiness and allure instead of destroying it! Frostilla is the only well-known lotion that gives you smoothness and beauty, PLUS a fascinating fragrance that harmonizes with your perfume. Don't offend. Test your lotion this way: smell your favorite perfume and then smell your lotion. In this way you will detect the slightest soapy or medicinal odor. Be Safe! Use Frostilla Fragrant Lotion!

Frostilla is non-sticky and **ECONOMICAL** because it takes less Frostilla to get results.

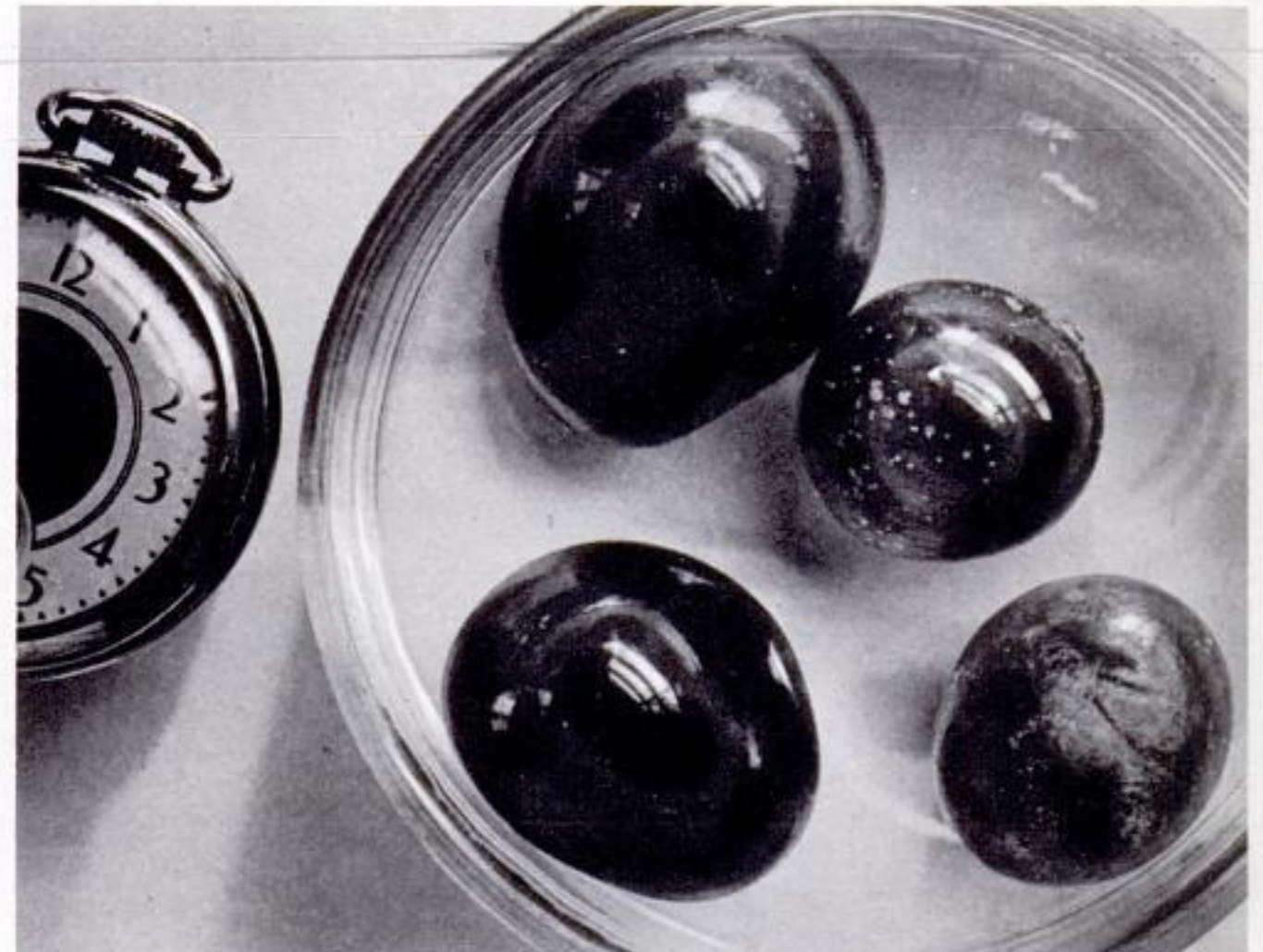


WOODS HOLE (continued)

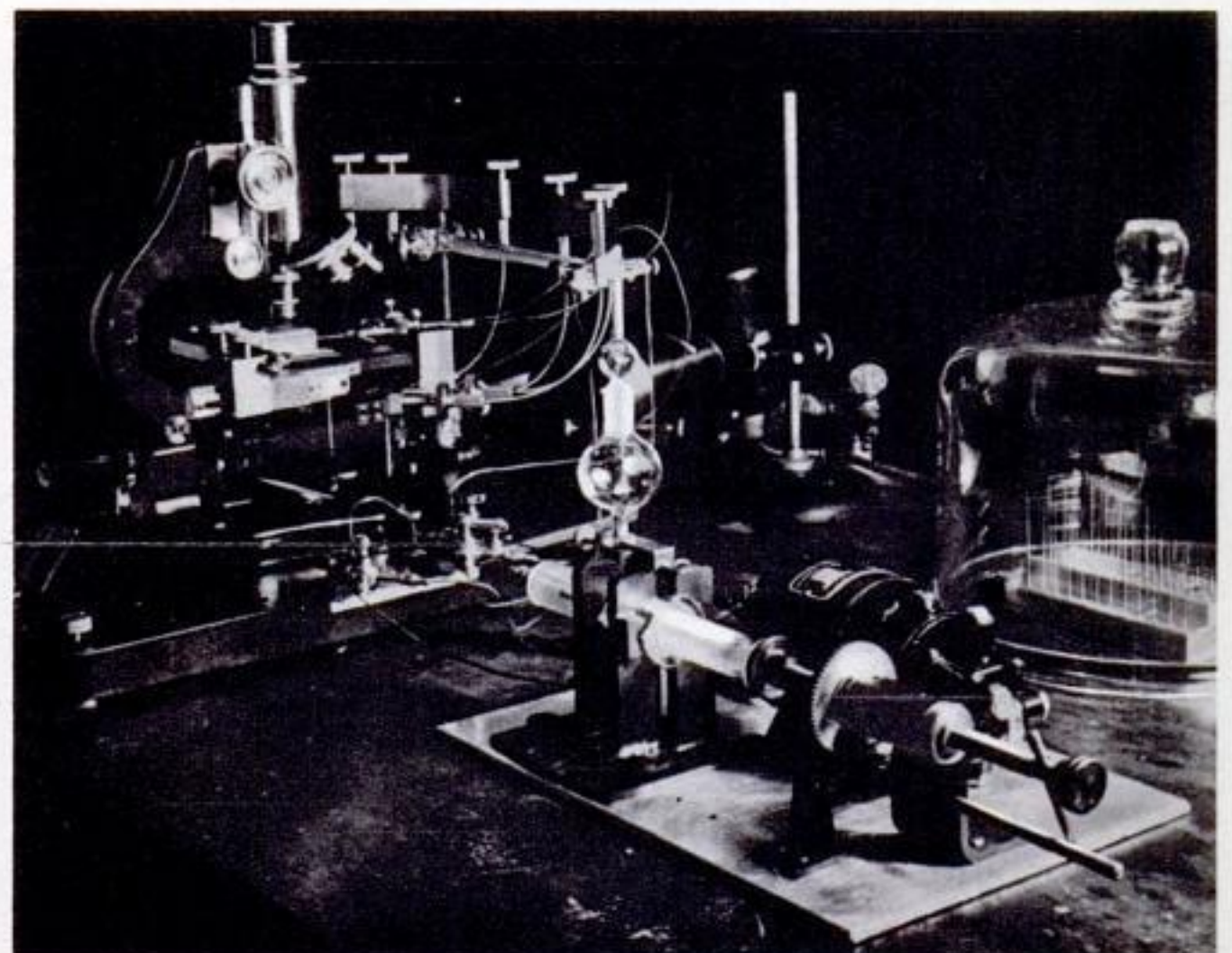
Many Woods Hole scientists are studying animal and plant cells because they are the building bricks of living matter. Here Drs. Robert Chambers and Milan James Kopac are determining the surface tension of cells, hoping to discover their reactions under varying conditions. To do this, they take one of the largest single-celled marine plants (*Valonia ventricosa*) which is punctured (see right), then forms a multitude of seed cells (*aplanospores*). A microinjector presses oil drops into the latter. The force necessary for coalescence of oil drops and living matter indicates the cell's surface tension.



DR. KOPAC PUNCTURES GIANT CELL



AT LEFT, WHOLE CELLS; AT RIGHT, PUNCTURED CELL



MICROINJECTOR (ABOVE) FORCES OIL DROP INTO CELL (BELOW)



CONTINUED ON PAGE 62 material

Worthy of Trust, Worthy of Knowing



Wise men seek that which is worthy of their trust . . . for each time it is found, life's happiness and security increase.

Three generations of America have found trustworthiness in products of the House of Squibb. Everywhere the name of Squibb is held a name to trust . . . by the physician writing his prescription . . . by the pharmacist filling it . . . or by you, buying some familiar necessity for your household medicine chest.

But not everyone knows how many products Squibb makes . . . that almost every drug product can be bought under the Squibb label.

Whatever is trustworthy is worth knowing well. So here is a partial list of articles made by Squibb and carried by your druggist.

And in every Squibb Product is something greater than any guarantee . . . something in which millions of families may have faith . . .

*The priceless ingredient of every product
is the honor and integrity of its maker*



SQUIBB MEDICINE CABINET PRODUCTS

<i>Analgesic Balm</i>	<i>Laxative Salt</i>
<i>Antiseptic Ointment</i>	<i>Liquid Court Plaster</i>
<i>Antiseptic Powder</i>	<i>Magnesia Wafers</i>
<i>Antiseptic Solution</i>	<i>Mercury Ammoniated Ointment</i>
<i>Aromatic Cascara</i>	<i>Milk of Magnesia</i>
<i>Aromatic Spirits of Ammonia</i>	<i>Milk Sugar</i>
<i>Aspirin Tablets</i>	<i>Mineral Oil</i>
<i>Baby Dusting Powder</i>	<i>Mineral Oil Agar Emulsions</i>
<i>Baby Oil</i>	<i>Olive Oil</i>
<i>Boric Acid</i>	<i>Oral Perborate</i>
<i>Boric Acid Ointment</i>	<i>Poison Ivy Balm</i>
<i>Cascara Extract Tablets</i>	<i>Rhinitis Tablets</i>
<i>Cascara Hinkle Tablets</i>	<i>Rhubarb and Soda Mixture</i>
<i>Castor Oil</i>	<i>Rochelle Salt</i>
<i>Cleansing Cream</i>	<i>Saccharin Tablets</i>
<i>Cold Cream</i>	<i>Shaving Cream—Lather</i>
<i>Compound Licorice Powder</i>	<i>Shave Cream—Brushless</i>
<i>Corn Collodion</i>	<i>Soda Mint Tablets</i>
<i>Cream of Tartar</i>	<i>Soda Mint and Pepsin Tablets</i>
<i>Dental Cream</i>	<i>Sodium Bicarbonate</i>
<i>Dental Lotion</i>	<i>Sodium Perborate</i>
<i>Dusting Powder</i>	<i>Sodium Phosphate (Granular and Effervescent)</i>
<i>Epsom Salt</i>	<i>Talcum Powders</i>
<i>Extract of Vanilla</i>	<i>Toilet Lanolin</i>
<i>First Aid Powder</i>	<i>Tooth Powder</i>
<i>Glycerin Suppositories</i>	<i>White Petrolatum Ointment</i>
<i>Hand Lotion</i>	<i>Yellow Oxide of Mercury Ointment</i>
<i>Lanolin Cream</i>	<i>Zinc Oxide Ointment</i>

SQUIBB VITAMIN PRODUCTS

*The most complete line BIOLOGICALLY
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And there are hundreds more! So—when you are buying any drug product—be sure to ask if Squibb makes it.

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MANUFACTURING CHEMISTS TO THE MEDICAL PROFESSION SINCE 1858



*"Kay-Vel" Gloves and smart togs for fall weather
Like pepper and salt, go together.
When you see how they're made
And finished like suede
Your purse-strings will strain at the tether!*

FREE HOSIERY! Write your own limericks about Kayser gloves, hosiery or underwear. It's easy — it's fun! And you'll win 6 pairs of Mir-O-Kleer** Hosiery for each limerick we accept. Mail to Kayser, Dept. L-2, 500 Fifth Avenue, New York City.



Kayser matches the elegance of your smartest outfit with Kay-Vel* gloves! Richly sueded and woven for warmth—for wear! Grand new styles . . . brand new colors. All washable and all made in U. S. A. \$1.00

BE WISER . . . BUY **KAYSER**

*TRADE MARK COPR. 1937, JULIUS KAYSER & CO.
**TRADE MARK REG. U. S. PAT. NO. 1,969,307

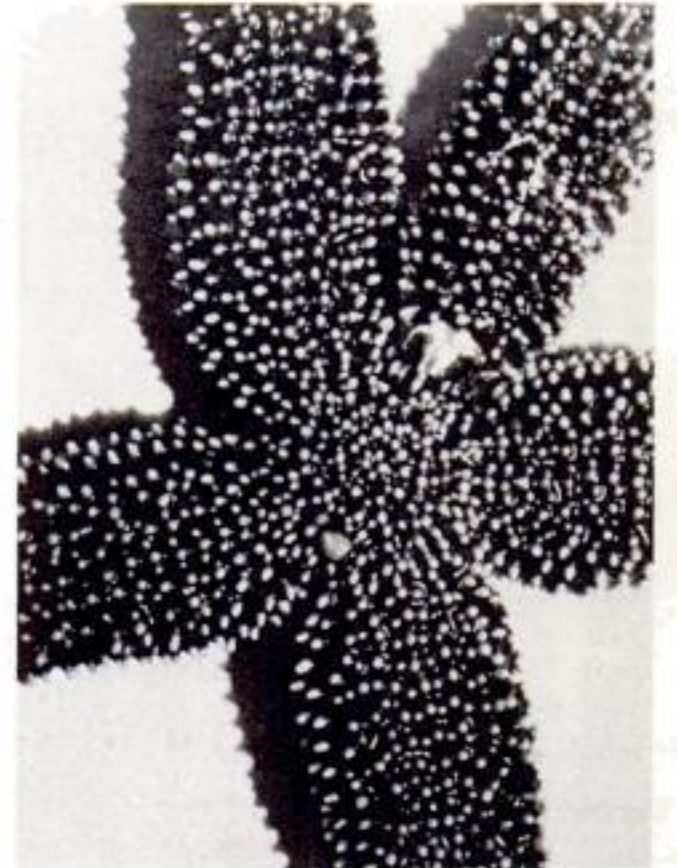
WOODS HOLE (continued)

Though starfish are much admired by seashore visitors, they rank among the most destructive of sea scavengers. In one year some 42,000 bushels of starfish were removed from the oyster beds of Connecticut. To eat oysters, they fix their suckers on the two valves of the shell, and slowly pull them apart. When the oyster is opened, the scavenger voraciously empties the inside, then moves on to another shell.

Starfish are extremely hard to kill off. For LIFE, Dr. Kopac (see preceding page) here demonstrates their recuperative nature. He makes a deep cut in one arm of a starfish. One minute later a break appears above the injury at the junction of the body and arm. Ten minutes later the whole arm falls off and within ten days a new limb takes its place.



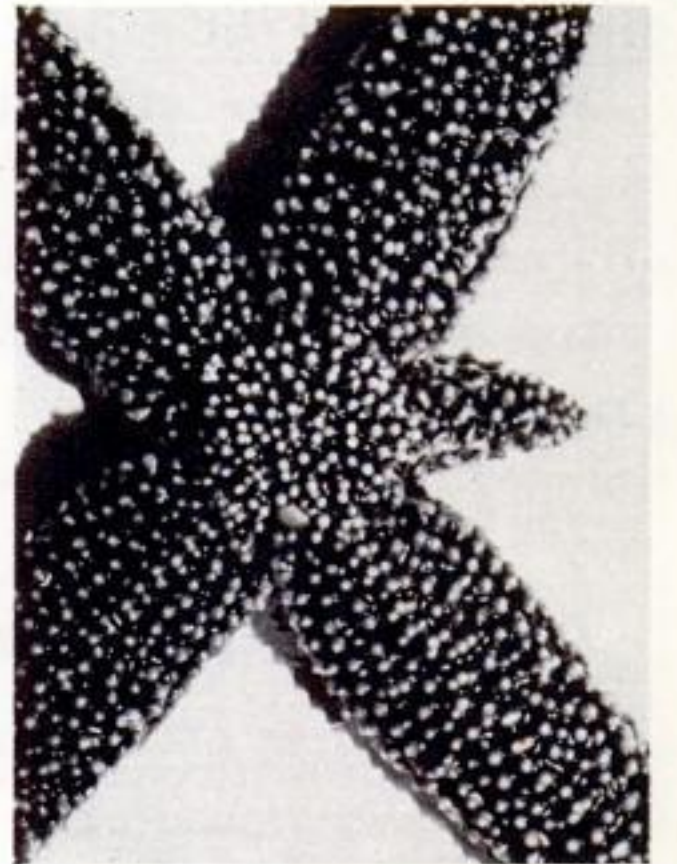
TOP OF ARM IS GASHED



BREAK OCCURS AT JOINT



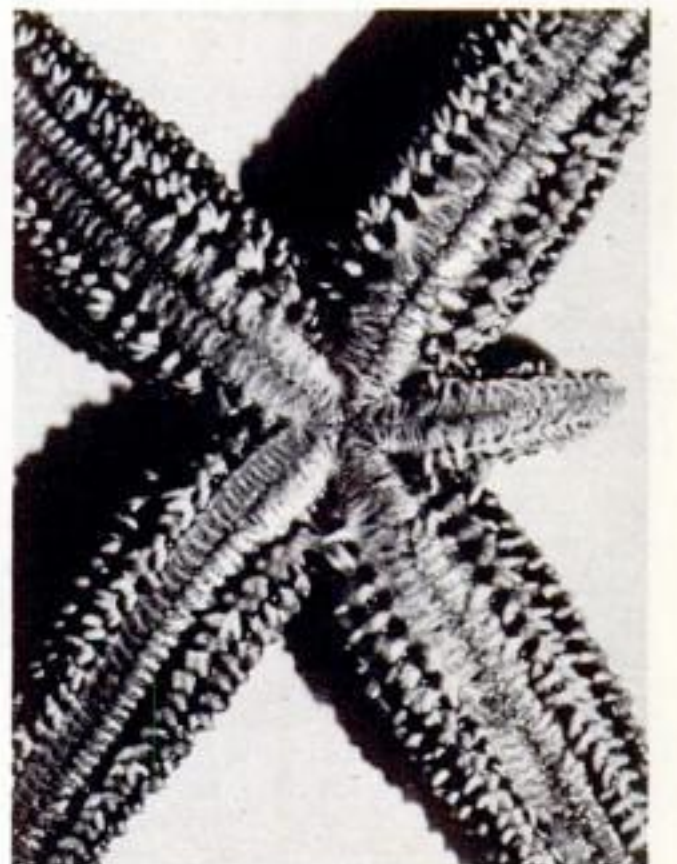
WHOLE ARM DROPS OFF



NEW LIMB SOON GROWS IN



THE UNDERSIDE AT BREAK



THE SAME DURING GROWTH



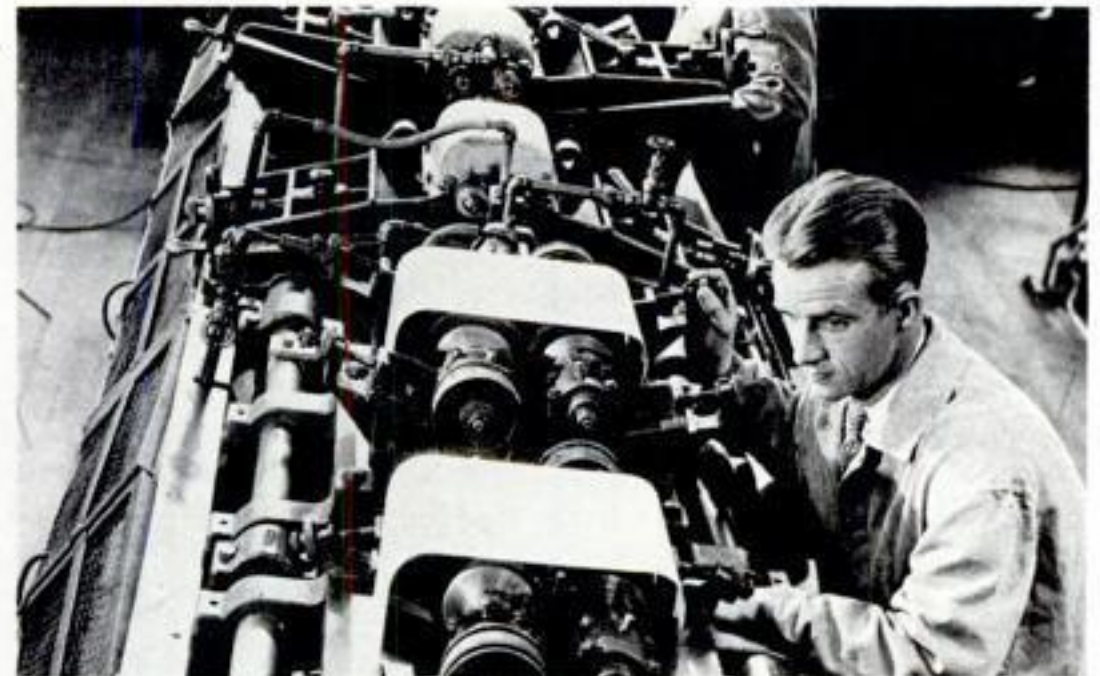
WHY MILLIONS OF MEN
SMILED THIS MORNING



Whisker-free and smiling—that's how a Gillette shave leaves millions and millions of men every morning! It's the smoothest, cleanest shave in the world. Gillette has made more razor blades than all other manufacturers combined—spent more years in

scientific study of shaving problems—invested more money in razor blade perfection! Everybody can afford Gillette Blades. At most, they'll cost you less than 1¢ a day, and they give you far more shaving comfort for your money—always!

You'll like the Rockettes of Radio City Music Hall because of the perfect uniformity of their precision dancing. Uniformity and precision are what make Gillette Blades popular, too. Every one is exactly alike—whenever, wherever you buy—the keenest blade in all the world!



When this Gillette-designed precision machine finishes grinding, honing and stropping your Gillette Blade, the edges are so keen they can't be seen! Gillette Blades are made of the best diamond-tested Swedish steel, heat-treated to glass-cutting hardness.



Every single Gillette Blade has to pass rigid inspection. At each stage of manufacture, they are subjected to unbelievably exacting tests with the most accurate and modern scientific instruments, including the magic "electric eye."

Less
than 1¢ a day
buys the world's
finest blades

Reputable merchants never offer substitutes for Gillette Blades. Always ask for them by name!



Gillette Blades

MORE SHAVING COMFORT FOR YOUR MONEY

HOW MANY SHAVES IN AN Electric Dry Shaver?



**ONLY SCHICK HAS THE EXPERIENCE TO
ANSWER TRUTHFULLY THIS QUESTION**

SCHICK SHAVERS have been used for more than five years. More than a million-and-a-quarter men shave with the Schick daily. Out of their day-by-day experiences come the proofs of the lasting qualities of this remarkable shaver.

No other shaver can possibly have this proof—none has been in use long enough to demonstrate that it can

shave, day after day for years, with no appreciable wear of the cutters.

From thousands of unsolicited, unpaid-for letters we have chosen twelve extracts which speak for themselves. These all come from men whose sincere enthusiasm and gratitude impelled them to write to us about their experiences. Such simple truths should convince you.

LAWRENCE ELLIS—I and my brother-in-law have used it every day. This totals about 2520 shaves—cost me slightly above one-half cent for each shave.

W. A. N.—My shaver has been used approximately 2733 times at an average cost of 6/10 of a cent.

ED ERIKSEN—I have now had over 1800 consecutive shaves.

WILLIAM N. LEAF . . . a daily user for the past five hundred shaves.

CHARLES DIMMLING—Three of us used the Schick regularly—a grand total of 4600 shaves. This has been done without a single repair.

WILLIAM H. BIRD—At Christmas, 1932, I was presented with a Schick. I have a son who also uses it. I figure this razor has done 3000 perfect shaves.

DAVID LEWIS—I have used my Schick every day since 1932—more than 1500 shaves.

KENNETH C. MILLER—This morning I used mine for the 1319th time.

E. D. MICHALKE—On November 8, 1932, I bought one of your shavers. My brother also used it for two years, which means an average of 6 years' use . . . It will probably last indefinitely.

DAVID SIMPSON—Today I have completed 1000 daily shaves with the Schick.

D. A. TURNER—Shaved every day for three years (1095 times) without spending a penny for repairs or replacements.

SHIDELER H. HARPE—He and a squad of fifty-some men used his Schick for 10 days while on flood duty.

Now when Mr. Bird and his son had 3000 shaves from his Schick he dropped it on a wash basin, broke it and sent it in for repairs. He was curious to know how much the cutter had worn. With the precision instruments in our laboratory, we measured the cutter. It had worn barely one-thousandth of an inch and had metal enough left for thousands more shaves.

How could shaving be more economical?

The Schick was designed, not only to be the fastest, closest-shaving instrument in the world, but to last as long

as human brains and skill could make it.

We do not know of any other shaver that duplicates or approaches these qualities. So that your investment in a Schick Shaver is a *proved certainty*, not an experimental hope.

The Schick *does pay for itself* over and over again as many user witnesses testify.

Go to an authorized dealer today

Let him show you the Schick, tell you how you can shave the toughest beard or the tenderest skin with **NO BLADES, NO LATHER** and no possibility of cutting or hurting yourself.

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NEW YORK "BARBERSHOP QUARTETS" COMPETE

City awards prizes for oldtime close harmony



Dear Old Girl and My Lulu won the Triborough Bridge Quartet first prize (an electric clock) in the finals of the New York City Park Department's third annual amateur American Ballad Contest held at Randalls Island Stadium on Sept. 12.



Swing Low, Sweet Chariot and I'm On My Way got the Green Brothers Quartet second place and an electric razor apiece. Judges were Sigmund Spaeth, Cesare Sodero, Luther Steward and Harry Barnhart. Mayor LaGuardia awarded the prizes.



There Is A Tavern In The Town brought military hairbrushes to the third-place The Columbians quartet. Purpose of the contest, for which eliminations are held in the city's parks and playgrounds, is to foster interest in native American folk music.

ARROW SHOWS YOU HOW TO TIE A TIE



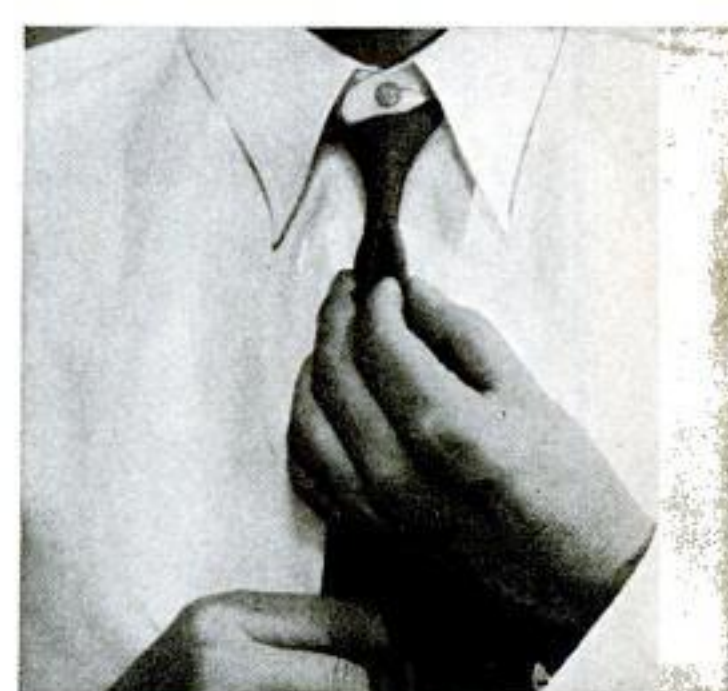
1 Arrow, of collar and shirt fame . . . now makes *neckties*! And tells you here how to tie them so they look their handsome best. First, put wide end over and under narrow end . . . thus . . .



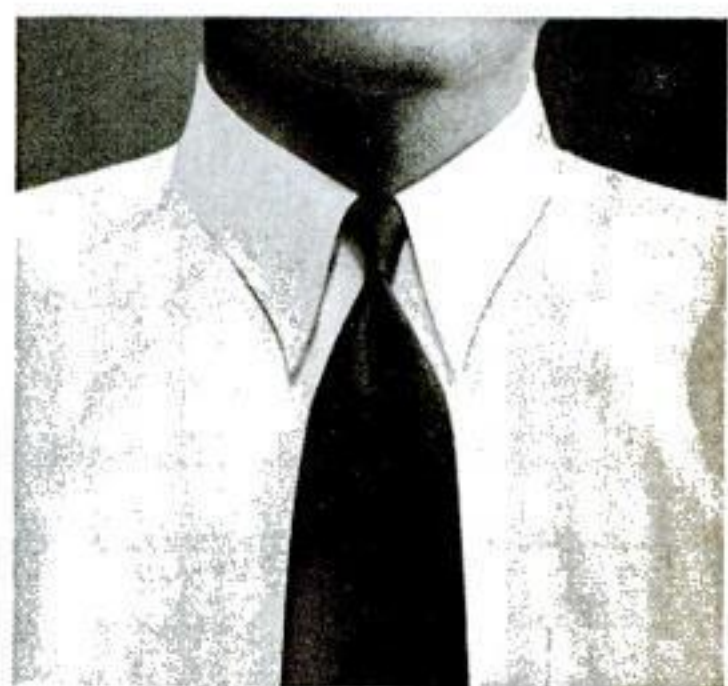
2 Then form a *preliminary* knot, by bringing wide end over narrow end and up through opening at collar. At this stage of the game, you should *stop* and smooth out the preliminary knot.



3 Next, put wide end through loop—loosely—and smooth out again. Keeping the knot *smooth* is important. For a tie that gets off to a bad start—even a tie with Arrow's patented resilient feature—may twist later.



4 Now make a groove lengthwise in the wide end by pinching the sides together. This groove—when you pull the narrow end tight—forms a drape or dimple beneath knot. Arrow ties, because of their rich fabrics and resilient interlining, achieve this drape easily.



5 The finished job looks like this. Knot *not* too big—and not so tight it screeches. Dimple beneath knot. No gap above knot. No bulge in collar. Tie one of the new Arrow Ties in this manner and you have the last word in necktie smartness.



AROW brings into neckwear a *brand-new style idea*—the idea of mating shirts and ties so there's little chance of incompatibility.

The expert stylists who design Arrow Shirts cooperate in the design of Arrow Ties. With the new *shirt* patterns before them, it is comparatively simple for the stylists to select *tie* patterns that will harmonize.

The result is this: when you choose Arrows, you're *sure* of getting ties that look well with the new shirts. Plenty of variety. Plenty of opportunity for individualism. But a negligible chance of going haywire. See these fine ties at your own Arrow Dealer's.

\$1.00 and \$1.50

That's all Arrow Ties cost. They're worth more. Not twice as much, but enough more so that they're a downright bargain. Fine fabrics. Beautifully

tailored. Patented resilient construction. They hold their shape, tie neatly, wear long. Cluett, Peabody & Co., Inc., Troy, New York.



IF IT HASN'T AN ARROW LABEL
IT ISN'T AN ARROW TIE

ANNOUNCING STUDEE

NEW 193

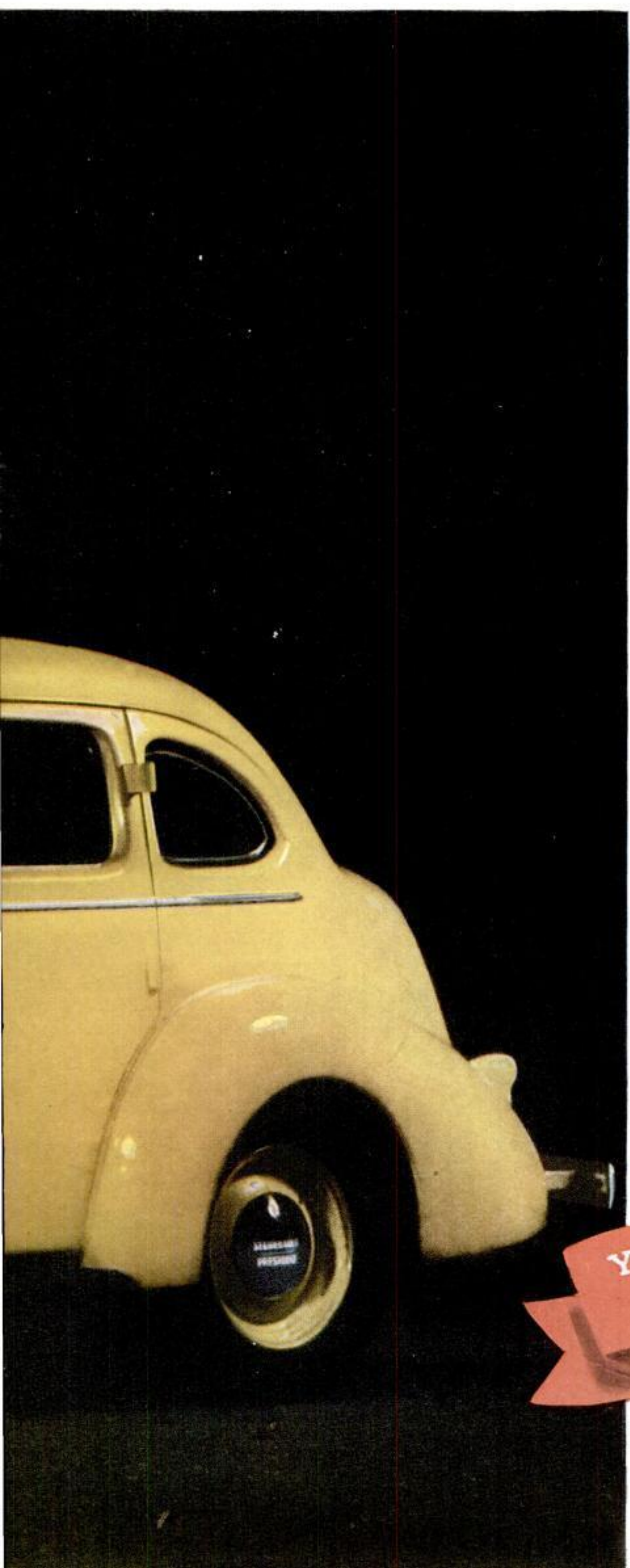
*Lowest priced Commander
and a new Six... the g*



MAKER'S CROWNING ACHIEVEMENT

1938 STUDEBAKERS

lowest priced President... in Studebaker history
greatest dollar values Studebaker has ever offered



STUDEBAKER, world's oldest vehicle manufacturer, dramatizes its eighty-sixth consecutive year with three great new 1938 automobiles... three glamorous new luxury cars that emphasize low price!

Studebaker has spent millions to give you three 1938 Studebakers that are completely new in every vigorous, flowing line... original creations of the world's foremost designers and finest craftsmen... strikingly different in appearance and appeal... and brilliantly representative of the operating economy for which Studebaker is famed.

In these new low-priced luxury cars, Studebaker, for the first time in the history of automobiles, introduces solid, symmetrical, balanced design that is as functional and devoid of meaningless ornamentation as the rhythmical clean-cut architecture of the modern skyscraper.

New Miracle Ride plus many brilliant innovations!

You have more wonderful new things to see and to try in these great new Studebakers of 1938 than you have ever found in any new automobiles.

All models combine Independent Planar Wheel Suspension with finest Hydraulic Shock Absorbers to give you the unforgettably comfortable Studebaker Miracle Ride. All models have Exceptionally Wide New Interiors, New Oversize Luggage Compartments, New Non-Slam Safety Door Latches, New Flat Transmission Gears, New Acceleration and Hill-Climbing Performance and the Improved 1938 Fram Oil and Motor Cleaner. The Automatic Hill Holder

is standard on the Commander and President. The New Studebaker Miracle Shift and Gas-Saving Automatic Overdrive are available on the Commander and President at slight extra cost.

Cars that bring luxury down to earth in price!

Only by seeing and driving these three great new luxury cars of 1938 can you do justice to them or to yourself.

In the face of rising prices, Studebaker has invested millions of dollars in dies, tools and new equipment and succeeded in making these great new 1938 cars the greatest dollar values that have ever glorified the Studebaker name.

There's so much to discover, so much to admire, you'll want to spend a lot of time getting acquainted with everything they offer for so little. Purchasable on Studebaker's C. I. T. budget plan. Studebaker Corporation, South Bend, Ind.

NEW MIRACLE RIDE ★ NEW FLAT TRANSMISSION GEARS ★ NON-SLAM SAFETY DOOR LATCHES ★ EXTRA ROOMY LUXURY INTERIORS ★ OVERSIZE LUGGAGE COMPARTMENTS ★ SAFETY GLASS ALL AROUND ★ FRAM OIL AND MOTOR CLEANER ★ NEW SUPER-STRONG FRAMES ★ BRILLIANT NEW ACCELERATION AND HILL-CLIMBING PERFORMANCE ★ AUTOMATIC HILL HOLDER STANDARD ON COMMANDER AND PRESIDENT ★ NEW MIRACLE SHIFT AND GAS-SAVING AUTOMATIC OVERDRIVE AVAILABLE ON THE COMMANDER AND THE PRESIDENT AT ONLY SLIGHT EXTRA COST

YOU PAY SO LITTLE
FOR SO MUCH MORE

Big News in Automatic Heating!



DELCO'S NEW Rotopower Unit and Thin-Mix Fuel Control

CUTS OIL HEATING COSTS THREE WAYS...

SAVES FUEL... SAVES POWER... SAVES UPKEEP

Here's another new idea from Delco-Frigidaire, the Air Conditioning Division of General Motors. It's the amazingly simple Rotopower Unit, now the heart of every type of Delco Oil Heating Equipment.

Never before has there been anything like it. Delco has taken the many working parts of the oil burning mechanism and designed them into a single, compact unit that offers entirely new standards of dependability, economy, and long life.

There's not a coupling, gear, belt, or pulley in the entire Rotopower Unit. It provides the most economical fuel mixture possible... a mixture

containing nineteen times as much air as oil. It lasts longer—performs better—saves you money.

The Rotopower Unit is available in the most popular models of Delco Oil Heating Equipment. It's available in the Delco Oil Burner that converts hand-fired heating plants to automatic heat. It's the heart of the Delco Oil Furnace for Radiator systems. It gives still greater advantages to the Delco Conditionair—the winter air conditioning product of General Motors... Delco Equipment also available for gas heat, using the faster, more radiant Delco Luminous Flame. See nearest Delco-Frigidaire dealer or mail coupon.

It Pays to Talk to

DELCO-FRIGIDAIRE

The Air Conditioning Division of General Motors



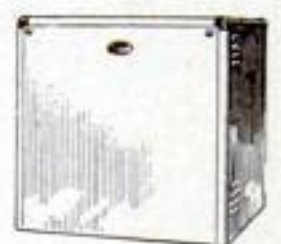
THE DELCO OIL BURNER

Converts hand-fired furnaces into automatic heat. The new Rotopower Unit with Thin-Mix Fuel Control gives longer life, more dependability, greater economy than ever before.



THE DELCO AUTOMATIC FURNACE FOR RADIATOR SYSTEMS

A complete automatic heating plant equipped with exclusive Im-Pak-Tor fin construction that absorbs more heat. Popular oil-fired model has advantages of Rotopower Unit. Gas-fired models use the faster, more radiant Delco Luminous Gas Flame.



THE DELCO CONDITIONAIR FOR TRUE WINTER AIR CONDITIONING

Automatically and economically warms, humidifies, circulates and filters air in your home. Exclusive Multi-Path construction splits the air into thin streams that are quickly heated. Available for gas or oil.



THE DELCO AUTOMATIC WATER HEATER

Furnishes abundance of piping hot water. No soot deposit to cut efficiency. No bothersome operating noises. Long-life tank treated against corrosion assures durability. Heated economically by oil or gas.

COOLING PRODUCTS, TOO

A complete line of air conditioning products, varying in size from the economical Room Cooler for single rooms to giant equipment for cooling stores, theatres and buildings. Efficient—dependable.

EASY TERMS—Convenient payments suited to your pocketbook.

GET THE FACTS

Delco-Frigidaire Conditioning Division
General Motors Sales Corp.
Dayton, Ohio—Dept. L927

Please send me immediately complete information about the () Delco Oil Burner. () Delco Oil Furnace. () Delco Conditionair. () Delco Water Heater.

Name _____

Address _____

City and State _____

AUTOMATIC HEATING, COOLING AND CONDITIONING OF AIR

THE STRANGE CASE OF "MISS AMERICA" AT ATLANTIC CITY

Winner runs out as judges overlook "Miss California"

Atlantic City beauty contest judges on Sept. 11 chose as "Miss America" a 17-year-old New Jersey girl named Bette Cooper. She turned out to be a recalcitrant miss who refused all prizes and promptly went back home in a pet because of a mix-up about a fur coat which she thought she had been promised.

The judges foolishly overlooked the prettiest girl in the contest, who would have played a winner's part to perfection—Frances Paxton who, under the name of Phyllis Randall, appeared as "Miss California." In addition to looks, Miss Randall possesses that quality of exhibitionism without which no "Miss America" can be successful.



1 Phyllis Randall (second from right) was among the final five at "Miss America" contest but Bette Cooper, with whom she holds hands, won.



2 The future "Miss California" was pretty photogenic at the age of one in Charlotte, N. C.



3 At 15, Phyllis Randall (third from right) made semiprofessional appearances with the Carolina Girls, a group from her Charlotte dancing school.



4 Phyllis went to California, danced in the movies, married Dance Director Dave Gould, was chosen "Miss California."



5 As beauty champion of a State famous for its beautiful women, she cheerfully exposed her charms to the camera.

PREMIERE: MONDAY, 8:30 P. M.

(New York Time)

N. B. C. NETWORK
COAST-TO-COAST



SHEILAH GRAHAM: Author of "Hollywood Today" column, appearing in 50 leading newspapers, takes over her first long-time radio engagement by joining "The Italian Balm Program" on Monday nights—sponsored by the makers of Italian Balm—America's largest-selling Skin Protector. Listen to the latest inside news about your favorite screen stars and reviews of new pictures.



CAL TINNEY: Nationally known humorist, author, lecturer and newspaper columnist — becomes Master of Ceremonies on the new Italian Balm broadcast. Lowell Thomas has said of him: "His is a style reminiscent of Will Rogers ... and you'll agree, when you hear his amusing observations and chuckle at his lovable, ready wit. "Show business" experts prophesy that Cal Tinney is destined to become one of America's beloved entertainers.

CAMPANA's Italian Balm is glad to call your attention to two news items: (1) The Premiere of a great radio Network Broadcast (see above)—(2) The opportunity to try right now, FREE, a generous "Vanity Bottle" of Italian Balm. This famous skin protector makes its own friends quickly, as surveys prove. Actually 4 out of 5 women who once use Italian Balm (to ward off chapping or dry skin) continue to use it in preference to anything else. Now you can try it—FREE. Send your name and address (on a postcard or the margin of this page) to CAMPANA, 311 Lincolnway, Batavia, Illinois. Your Vanity Bottle of Italian Balm will be mailed postpaid. In Canada, Campana, Ltd., L-311 Caledonia Road, Toronto.

CONTINUED ON NEXT PAGE

The Strange Case of "Miss America" (continued)



**"I COULD BUY THIS STORE
FOR A COUPLE OF THOUSAND
but I haven't \$100 to my name!"**

MOST of us are never able to avail ourselves of real money-making opportunities, simply because we haven't laid away any funds for investment.

And yet practically everyone today can acquire substantial cash reserves in relatively short time through a plan that is enabling thousands of ambitious men and women to get somewhere instead of drifting with the tide.

The Fidelity Income Plan means setting aside each day only a little odd change that might otherwise be frittered away. And you can make it do so many things . . . assure real educations for your children, provide yourself with retirement income, take care of responsibil-

ities and emergencies that must be met with ready cash some day.

Behind the Fidelity Income Plan are the strength and success of an organization that, throughout its existence, has met every obligation at maturity without exception . . . and keeps on deposit at all times with the state treasurer of West Virginia approved securities equaling the total cash obligation to all contract-owners wherever they may live. Upwards of \$450,000,000.00 of Fidelity Income Plan contracts have been written for people of all ages and all walks of life.

Without any obligation on your part, a Fidelity representative will gladly aid in working out a program that meets your needs. Phone our nearest office today.

Established over 26 years . . . Assets over \$33,000,000.00

FIDELITY INVESTMENT ASSOCIATION, WHEELING, W. VA.

Offices in Principal Cities. Affiliate: Fidel Association of New York, Inc.

Make your future secure through
FIDELITY INCOME PLAN



6 Previous to the Atlantic City contest whose entries must be unmarried, Phyllis had her marriage annulled. Here, pre-eminent among other contestants, she gets final instructions.



7 An Atlantic City beauty shop helps Phyllis get in shape for the big "Miss America" contest.



8 A ride on the boardwalk finds her waving to constituents, every hair in place.



9 A cameraman catches Phyllis in unconventional pose.



10 Beauty champions must be good-natured as well as good-looking. Here Miss California cuts an obliging caper.



1 Prior to the judges' final selection of "Miss America of 1937," Phyllis Randall won her preliminary "talent contest." Photographers had a field day taking her dance routine.



2 No small asset are Phyllis' fine legs. Hips: 36 in. Thigh: 21 1/4 in. Ankle: 8 in.



13 But New Jersey's Bette Cooper is crowned, before running out on the show.



This apartment over a plumbing shop is "Miss California's" Charlotte, N. C. home.



15 Her mother, Mrs. Joel Paxton, fixes supper for beauty's modest family.

MARTELL

COGNAC

Brandy

BOTTLED IN COGNAC, FRANCE, SINCE 1715

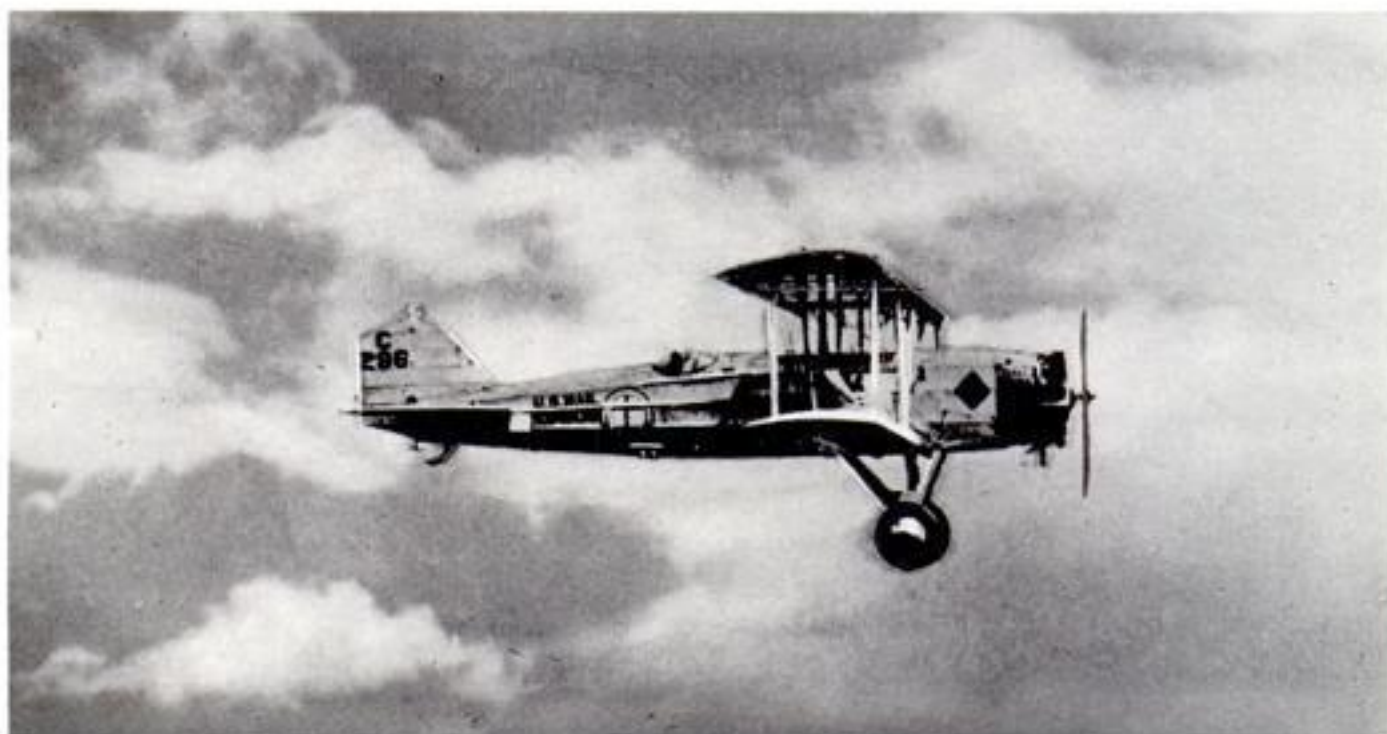
84 PROOF

Its distinctive taste has won world-fame since 1715

Imported Exclusively by
PARK & TILFORD Import Corp., New York, N.Y.

THE PIONEERING IS DONE!

★ United Air Lines completes 10 years of coast-to-coast flying over the "Main Line" —the nation's oldest East-West airway



1927 —33 hrs. coast to coast. 14 stops. Single-engined Boeing, 105 m.p.h. 2 passengers, box lunches. No radio and few of the modern flying aids.



1937 —15½ hrs. coast to coast! 3 stops! Douglas-built Mainliners, 21 passengers, 192 m.p.h. Hot à la carte meals. Quiet cabins, berths. All navigational aids.

★ Today, ten years after inaugurating the nation's first commercial coast-to-coast passenger-mail service, United is flying 50,000 miles daily, serving the 40 leading cities on its famous "Main Line." Since 1927, United has flown a total of 120 million miles . . . carried more than a million revenue passengers!

★ Yes, the pioneering is done! But United's technical experts are preparing even greater miracles in speed, efficiency and comfort. And every day, the 1800 members of United's alert, experienced personnel are quietly going about the business of making flying on the "Main Line" uneventful.



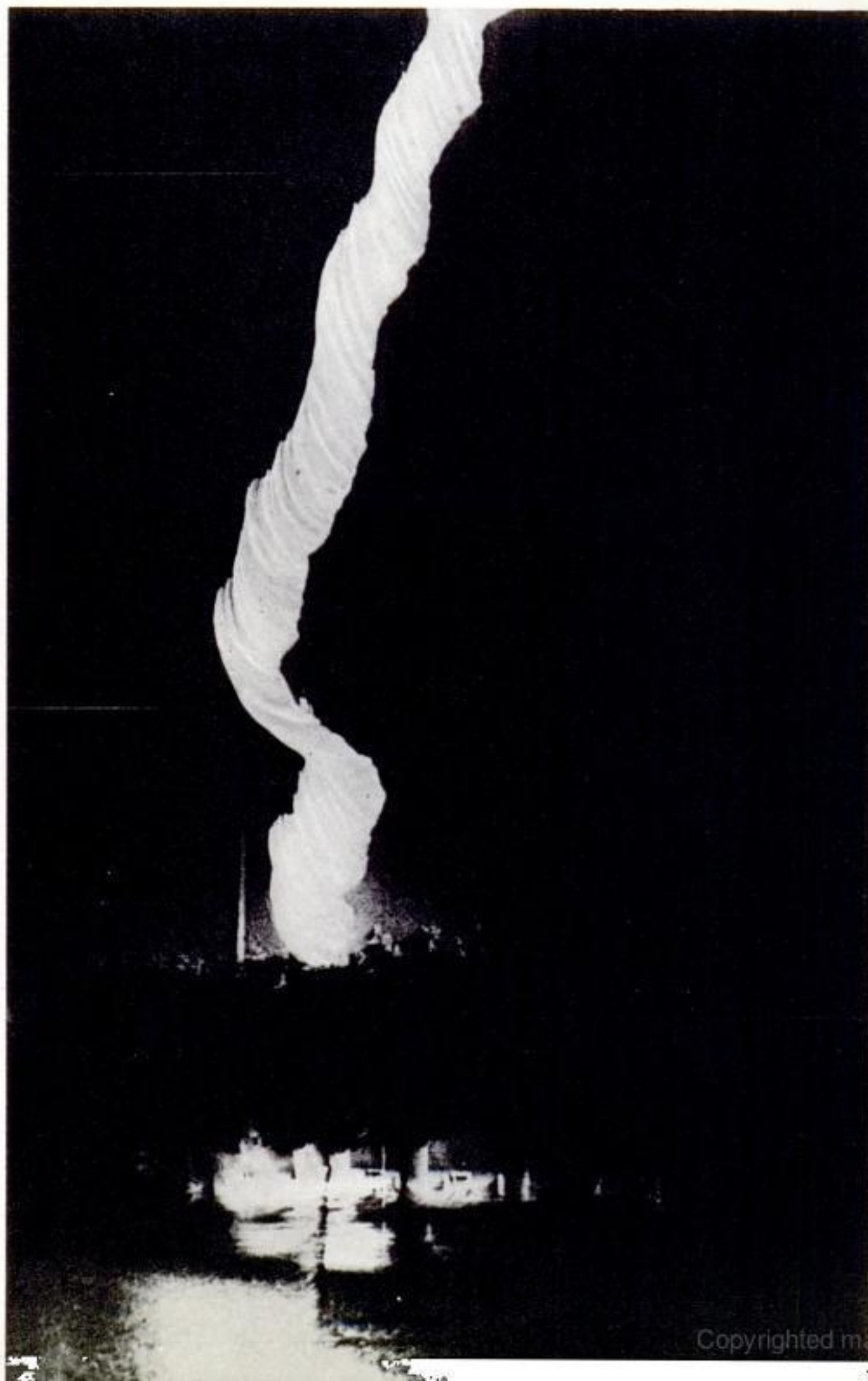
"Main Line" Service: 3 stops coast-to-coast 15½ hours
UNITED AIR LINES

FIRE AND WATER FROM THE SKY



This roaring waterspout recently tore by the Baltic Sea resort of Thiessow, Germany, lasted eight minutes. It started by looking like a funnel-shaped cloud, tapered downwards, finally appeared to suck up the sea. In reality these spouts are composed of condensed fresh atmospheric vapors, draw up but little salt water.

This spiral lightning was recently photographed for the first time during a storm on the northern tip of Lake Maggiore, Switzerland. The freak phenomenon probably resulted from some highly-inflammable compound which was ignited by the flash, conducting the glaring electric discharge to earth along a revolving path.





BULLDOG STURDINESS IN WATCHES

BY

Ingersoll



UNUSUAL TEST! A football player wore an Ingersoll "Rist-Arch" all through a tough scrimmage...and the watch is still ticking along merrily. Ingersoll does not recommend abuse of its watches—but it does point out the advantages of having a watch that is sturdy and dependable. Ingersoll "Rist-Arch". Only \$3.95.



DRIVE WITHOUT DANGER of smashing your expensive watch against the window or wheel of your car. Have an "extra" in the form of a low-priced Ingersoll...then if you do smash it, you're not out much money. It's amazing that a jeweled watch in the latest-style curved case, can be bought for only \$3.95. Ask for Ingersoll.



HIKING VALUE... without hiking up the price...is a genuine Ingersoll achievement. Jewels in a watch at \$3.95! A watch in that smart new curved case. Slim. Small. Good-looking. It's doing things like that which have made Ingersoll the watch-word of the nation. Pocket models from \$1.25.



**JEWELLED MOVEMENT!
CURVED CASE!
\$3.95**

IT'S JEWELLED! A final step toward perfection on the famous Ingersoll watch movement. Heretofore, jeweling had been looked for only in the most expensive watches. But Ingersoll brings it to you in a wrist watch priced at \$3.95.

ITS CASE IS CURVED! You pay little for an Ingersoll Wrist Watch—but you get the latest style. The case of the new Ingersoll "Rist-Arch" fits the wrist snugly. It's finished in non-tarnishing chrome. Choice of a stainless ratchet metal band or black perspiration-proof leather strap.

IT'S ONLY \$3.95! When you pay so little for a watch, it's really foolish to accept any but one which has the Ingersoll name on the dial. You get the Ingersoll experience of making 150 million watches. You get the Ingersoll guarantee. You get real value. Ingersoll-Waterbury Co., Waterbury, Conn.



Ingersoll

PRESENTS A
**KELTON JEWELLED
WRIST WATCH**

in 10-kt. rolled gold-plate finish
Curved case—Jeweled movement
Ask to see it

\$5.95

YOUR SMILE WILL BE BRIGHTER WITH THIS NEW **DOUBLE DUTY**

REG. U.S. PAT. OFF.

TOOTH BRUSH

Designed to

1. Massage Effectively
2. Clean Scientifically



No skimming over the surfaces of your teeth when you use the new *Double Duty* Tooth Brush! Its modern head and firm, fine-quality bristles are set and spaced exactly right to clean every single tooth surface thoroughly—just far enough apart to reach into those hidden crevices where dangers and food particles lurk.

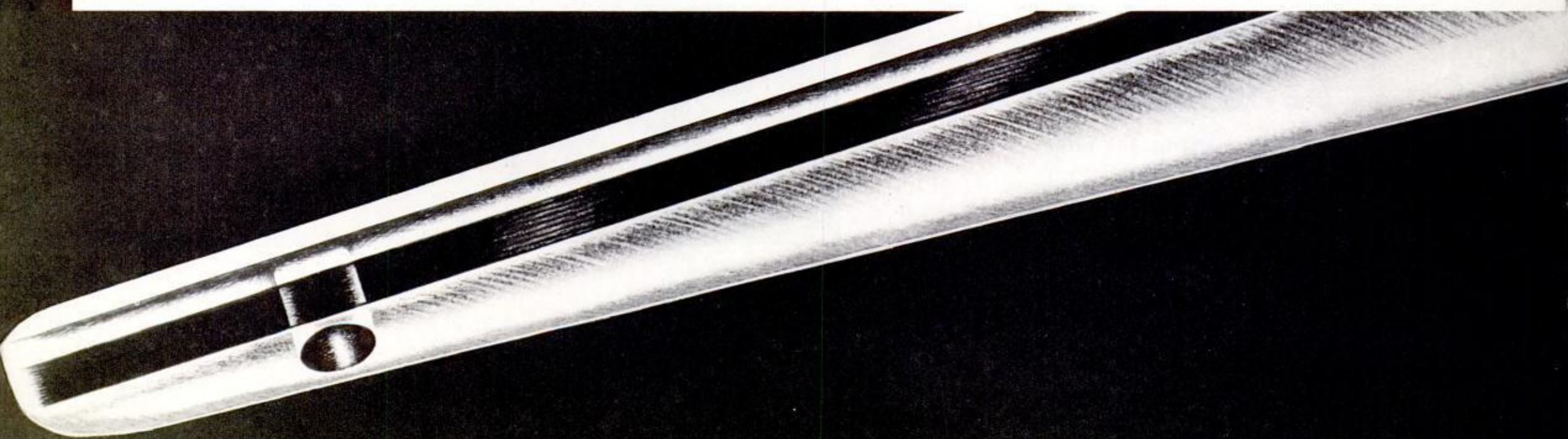
THOUSANDS of Americans are finding this revolutionary new tooth brush a new opportunity to firmer gums and brighter teeth—a more engaging smile! and to the dentists of America goes the credit. For the *Double Duty* brush was designed by over 1,000 dentists—designed and perfected to meet the “double duty” requirements of modern oral hygiene (1) to massage the gums and (2) to clean the teeth.

Take a good look at the brush below! From its modern, small head to the twisted handle, the *Double Duty* is scientifically a better tooth brush. As you clean your teeth with it you’ll feel the advantages of its firm, fine bristles—set wide apart for more effective brushing.

But it’s the handle of the *Double Duty* that makes the big—the scientific difference. Set with a “twist,” it practically com-

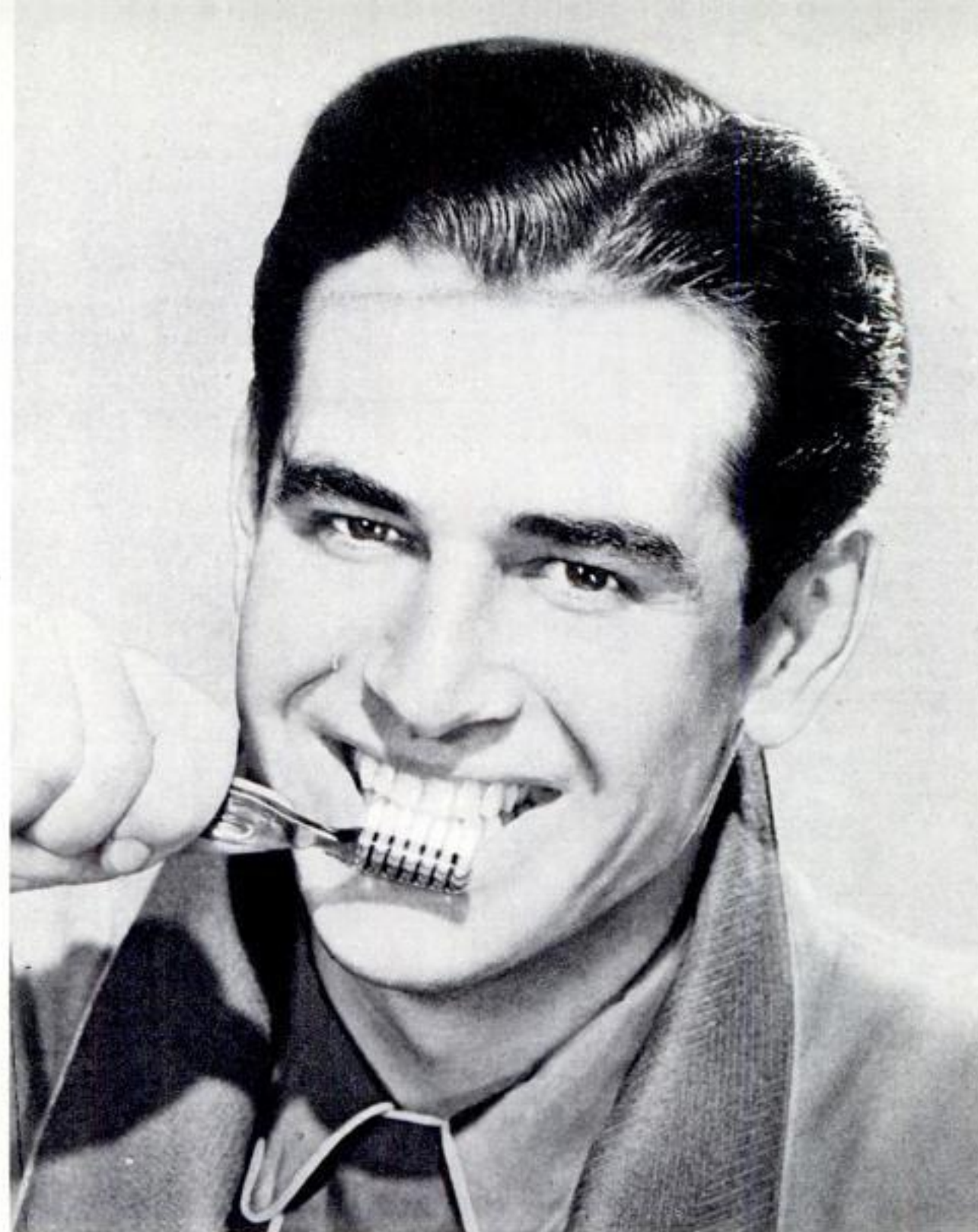
pels you to grip it correctly so that the “rotary motion” so many dentists recommend becomes *simple, easy, natural*. You brush more effectively and with less effort—you massage your gums as you clean your teeth—with such ease that the massage is almost automatic.

Today when soft foods deprive your gums of needed exercise—when many dental authorities stress the need of gum massage—give your gums and teeth the healthful benefits of the *Double Duty* Tooth Brush. The minute you grip it, you’ll understand why the *Double Duty* has won such wide dental approval. Give your teeth and gums the benefits of this new brush and help yourself towards better-looking teeth, firmer gums. Made by the world-famous Rubberset Co., Newark, N. J., your guarantee of quality and satisfaction.

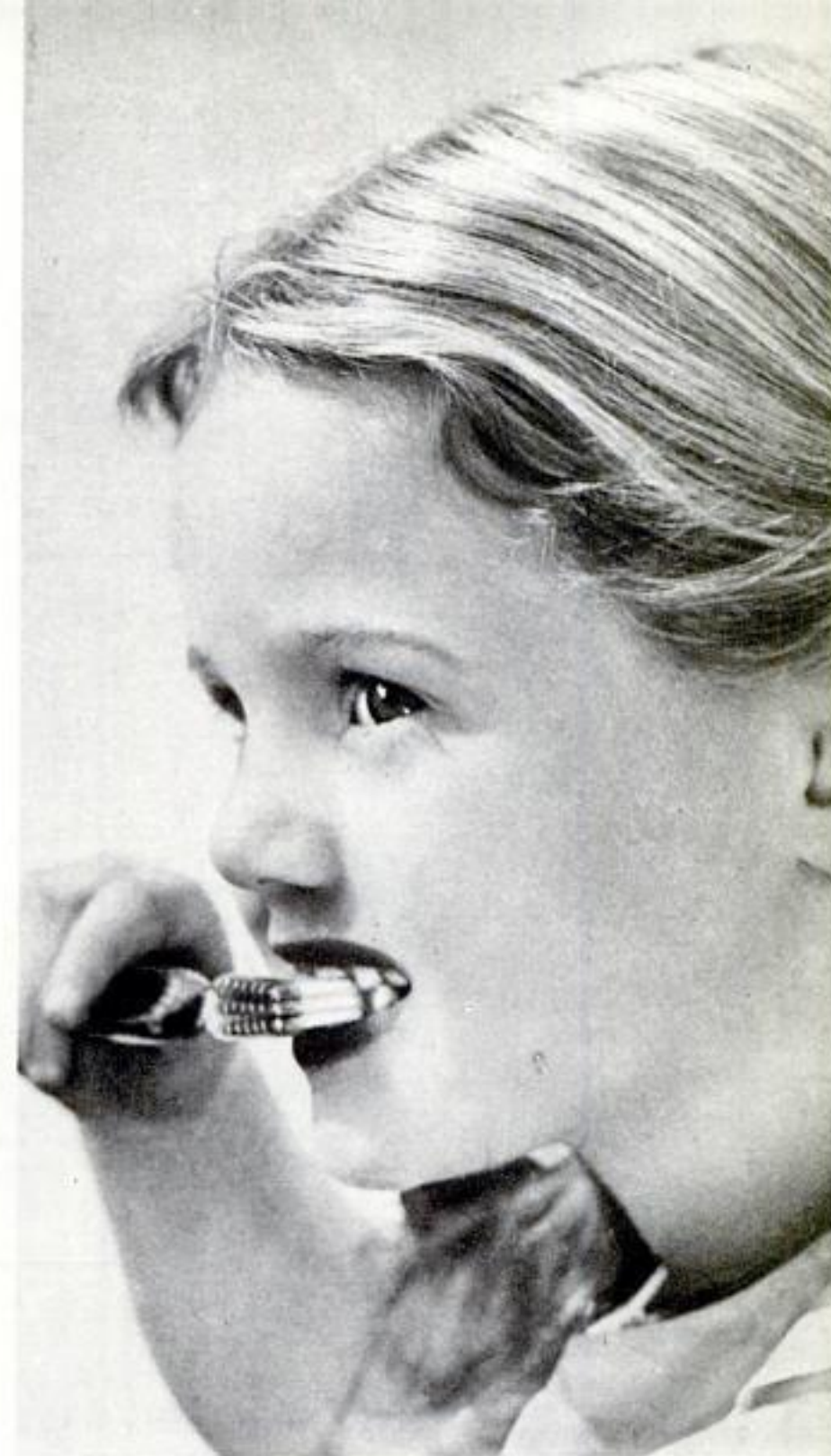




More than a thousand dentists helped design the *Double Duty*. Now they acclaim it, recommend it because its *twisted* handle performs, almost automatically, the rotary motion most dentists recommend for properly cleaning the teeth—and for that equally important gum massage.



It's the scientific "twist" in the handle of the new *Double Duty* Tooth Brush that promotes gum massage. You automatically grip the brush correctly for the "rotary motion" most dentists recommend—you actually massage your gums as you clean your teeth—with such ease that the massage is practically automatic.



School children are being taught the importance of gum massage. And at home, they practice this technique with their tooth brush. Even for youngsters, *Double Duty's* grip is natural, its action doubly beneficial.

It's the Twist

that makes you use the "rotary motion" dentists recommend for

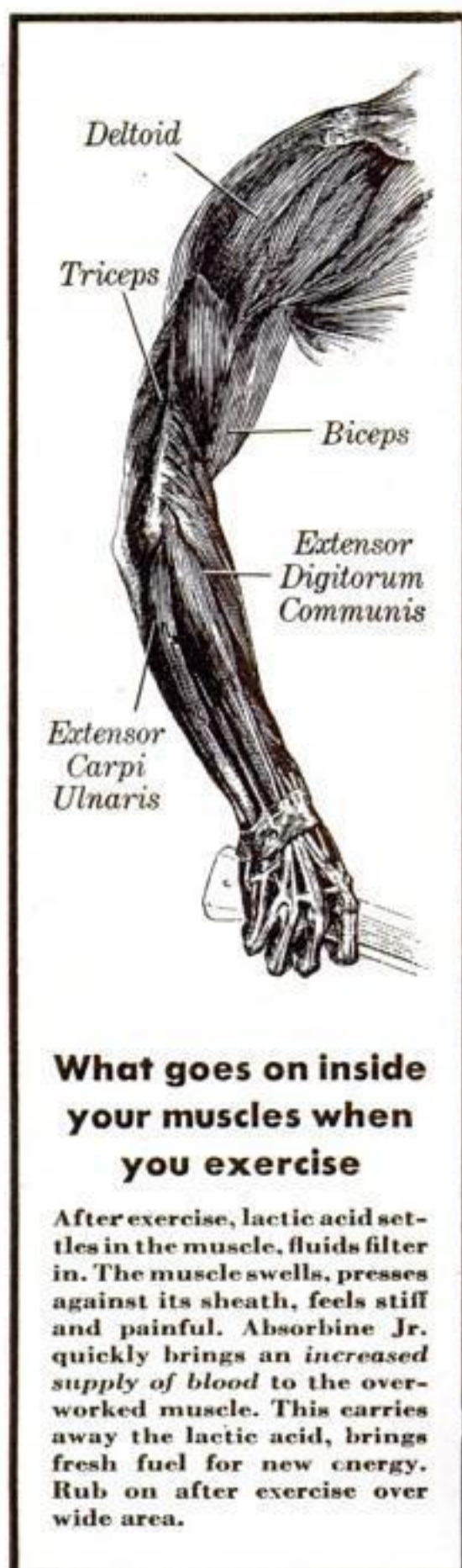
1. Massaging the Gums
2. Cleaning the Teeth



RUBBERSET
DD
REG. U.S. PAT. OFF.
TOOTH BRUSH



Your smile has a lot to do with your looks, with your success and happiness in life. Start today to give your teeth and gums this common-sense, correct and easy care with *Double Duty* Tooth Brush.



Brilliant Play on Saturday —but he dropped the return match Sunday

Why overworked muscles so often fail to give the same second-day performance. How Absorbine Jr. relieves sore muscles, brings fresh energy to them . . . keeps your play up.

IT'S TRUE OF EVERY SPORT. The first game after a week in the office leaves your muscles sore, stiff. Next day you are "off" your game!

Physiologists explain it this way:—Muscular exercise produces toxic waste matter in the muscles. Notably, *lactic acid*. This lactic acid accumulates in the muscles, stays there—until it is carried off by the blood.

Meantime, fluids filter in. The muscle swells and stiffens. You feel pain, soreness. Next day is "terrible"!

Relief this way

It's easy enough to get rid of that soreness—with Absorbine Jr. Professionals, trainers, coaches know it.

Absorbine Jr., used right after exercise, quickly brings blood to tired muscles. This increased blood supply carries away the lactic acid, and brings fresh energy to the muscle. Stiffness is avoided. Next day your muscles are limber, quick to respond in every play.

Absorbine Jr. is used after any popular sport. Men keep Absorbine Jr. at home as well as in the locker room—Simply rub on—and the pain and soreness are relieved!

Antiseptic, soothing. Not oily. Leaves skin fresh and cool. W. F. Young, Inc., Springfield, Mass.

Bruises, Bumps, Sprains, Wrenches—Absorbine Jr. relieves congestion in the same way it relieves muscle fatigue—by bringing the blood to the injured spot to wash away the toxic matter lodged there, and to supply fresh food for repair.

Relieves Muscular Pain—

Absorbine Jr. soothes injuries to muscles and tissue. It is a dependable antiseptic. Protects against infection. Does not harm the healing tissue.



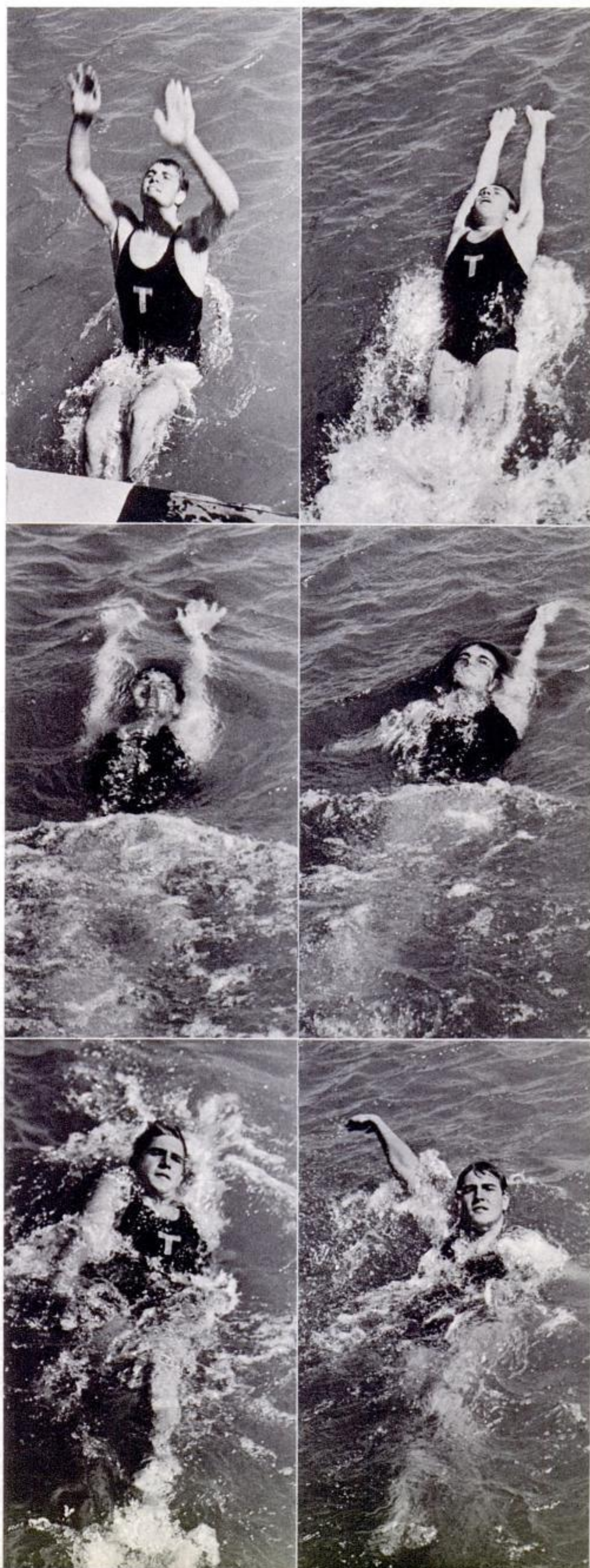
ABSORBINE Jr.

SPORT

WORLD BACKSTROKE CHAMPION BRANCHES OUT Adolph Kiefer wins free-style marathon

The photographs below show the world's greatest backstroke swimmer in action. Adolph Kiefer plunges, comes up, starts the wide shallow strokes that have made him holder of every world backstroke record.

Untouchable in backstroke, Kiefer has been restless for other swimming worlds to conquer. At Chicago on Sept. 11, he entered the Chicago River marathon, a $2\frac{1}{4}$ -mile free-style event. Though he had never swum such a race before, he won by 31 sec. He expects now to devote himself more & more to free style. Kiefer is 19, a sophomore at University of Texas.





It first regaled the first gentlemen of America

NEARBY and afar, George Washington's plantation at Mount Vernon was famed for bounteous hospitality. Not least of the refreshment proffered to gentlemen gathered there was the suave whiskey made from rye grain grown on the place. That early

distillation was forebear to the Mount Vernon straight whiskey now known as the patrician of American Ryes — the whiskey that has become traditional among gentlemen to serve to an especial guest. Your friends will find it a rare treat.



YOUR GUIDE TO



GOOD LIQUORS

NATIONAL DISTILLERS PRODUCTS

CORPORATION, NEW YORK



"FOLLOW THE LEADERS FOR THEY KNOW THE WAY"

Autocar Trucks cost money to build and money to buy. They are bought by profit-wise men who know that first cost is secondary to low-cost-per-mile performance and long-run economy. That these men control the truck purchases of the nation's Leaders is no coincidence. Knowing trucks, they know Autocars. Seeking profits, they buy Autocars . . . We print below some of the nationally-known Leaders who are using Autocar Trucks. There are many others whom we would be equally proud to include if space permitted.

AIR REDUCTION SALES CO., INC.
 AMERICAN CAN COMPANY
 AMERICAN AGRICULTURAL CHEMICAL CO.
 AMERICAN ICE COMPANY
 AMERICAN OIL COMPANY
 AMERICAN STORES COMPANY
 AMERICAN TELEPHONE & TELEGRAPH CO.
 ANHEUSER-BUSCH, INC.
 ARMOUR & COMPANY
 ARROW CARRIER CORPORATION
 ASSOCIATED GAS & ELECTRIC COMPANY
 ATLANTIC REFINING COMPANY
 BELL TELEPHONE COMPANY OF PA.
 BETHLEHEM STEEL COMPANY
 BORDEN FARM PRODUCTS COMPANY
 BOSTON EDISON COMPANY
 BOSTON & MAINE RAILROAD
 EDWARD G. BUDD MFG. COMPANY
 BURDETTE OXYGEN COMPANY
 CAMPBELL'S SOUP COMPANY
 CANADA DRY GINGER ALE, INC.
 CARNEGIE-ILLINOIS STEEL CORPORATION
 CHICAGO CARTAGE COMPANY
 CITY OF NEW YORK
 CITY OF PHILADELPHIA
 CITIES SERVICE OIL COMPANY
 CLEVELAND, COLUMBUS & CINCINNATI
 HIGHWAY, INC.
 COLONIAL BEACON OIL COMPANY
 CONSOLIDATED EDISON COMPANY
 CONSOLIDATED MOTOR LINES, INC.
 CORN PRODUCTS REFINING COMPANY
 DAIRYMEN'S LEAGUE CO-OPERATIVE
 ASSOCIATION, INC.
 DAVIDSON TRANSFER & STORAGE
 CO., INC.
 DENNISON MFG. CO.
 DIAMOND MATCH COMPANY
 DISTRICT OF COLUMBIA
 R. R. DONNELLEY & SONS COMPANY
 DOUBLEDAY, DORAN & CO., INC.
 EASTMAN KODAK STORES COMPANY
 THE FIRESTONE TIRE & RUBBER CO.
 FISK RUBBER CORP.
 FLORSHEIM SHOE COMPANY
 GENERAL ANALINE WORKS, INC.
 GENERAL BAKING COMPANY
 GENERAL CIGAR COMPANY
 GENERAL ELECTRIC COMPANY

THE B. F. GOODRICH RUBBER CO.
 GOODYEAR TIRE & RUBBER CO.
 GORTON-PEW FISHERIES COMPANY
 THE GREAT A & P TEA COMPANY OF
 AMERICA
 GULF OIL CORPORATION
 H. J. HEINZ COMPANY
 HERSHEY CHOCOLATE CORPORATION
 CHAS. E. HIRES COMPANY
 HORN & HARDART CO.
 HORTON MOTOR LINES, INC.
 ILLINOIS BELL TELEPHONE COMPANY
 INTERNATIONAL PRINTING INK CORP.
 INTERNATIONAL SALT COMPANY
 JOHNS-MANVILLE CORP.
 KAUFMAN DEPARTMENT STORES, INC.
 KENDALL REFINING COMPANY
 KNICKERBOCKER ICE CO.
 KOPPERS INDUSTRIES
 KROGER GROCERY & BAKING CO.
 LEE TIRE & RUBBER CORP.
 LEVER BROS. CO.
 LILY TULIP CO.
 LINDE AIR PRODUCTS COMPANY
 LIQUID CARBONIC CORP.
 LOCK JOINT PIPE COMPANY
 LOOSE WILES BISCUIT COMPANY
 MALLINCKRODT CHEMICAL COMPANY
 MARSHALL FIELD & CO.
 MASSACHUSETTS INSTITUTE OF
 TECHNOLOGY
 WM. P. McDONALD CONSTRUCTION CO.
 NATIONAL BISCUIT COMPANY
 NATIONAL CYLINDER GAS CO.
 NATIONAL DAIRY PRODUCTS CO.
 NATIONAL GYPSUM COMPANY
 NATIONAL LEAD COMPANY
 NATIONAL REFINING COMPANY
 NESTLES MILK PRODUCTS CO.
 NEW ENGLAND POWER COMPANY
 NEW YORK TELEPHONE COMPANY
 OTIS ELEVATOR COMPANY
 PACIFIC GAS & ELECTRIC COMPANY
 PACIFIC TELEPHONE & TELEGRAPH CO.
 PADRE VINEYARD COMPANY
 PANAMA CANAL
 D. PENDER GROCERY COMPANY
 PENNSYLVANIA GLASS SAND
 CORPORATION

PENNSYLVANIA RAILROAD CO.
 PENNZOIL COMPANY
 PETROLEUM HEAT & POWER CO.
 PHILADELPHIA RAPID TRANSIT
 S. S. PIERCE CO.
 PITTSBURGH PLATE GLASS CO.
 POND'S EXTRACT CO.
 POTOMAC ELECTRIC POWER CO.
 PREST-O-LITE COMPANY
 PULLMAN COMPANY
 PURE OIL COMPANY
 READING COAL COMPANY
 RICHFIELD OIL COMPANY
 SAFEWAY STORES, INC.
 SHARP & DOHME
 SHEFFIELD FARMS CO., INC.
 SHELL UNION OIL CORPORATION
 SINCLAIR REFINING CO.
 SINGER MFG. CO.
 S. K. F. INDUSTRIES
 SOCONY VACUUM OIL CO., INC.
 SOUTHERN NEW ENGLAND BELL TEL. CO.
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 STANDARD OIL CO. OF N. Y.
 STANDARD OIL CO. OF OHIO
 STANDARD OIL CO. OF PA.
 STANDARD SANITARY
 MANUFACTURING CO.
 SUN OIL COMPANY
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 TEXAS COMPANY
 TIDE WATER OIL COMPANY
 TIMKEN ROLLER BEARING CO.
 UNITED SHOE MACHINERY COMPANY
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 VIRGINIA ELECTRIC & POWER COMPANY
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 WESTERN TRUCK LINES
 WESTERN STATES GROCERY CO.
 WESTINGHOUSE ELECTRIC & MFG. CO.
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AUTOCAR TRUCKS

The Autocar Company, Ardmore, Penna. • Branches in Leading Cities

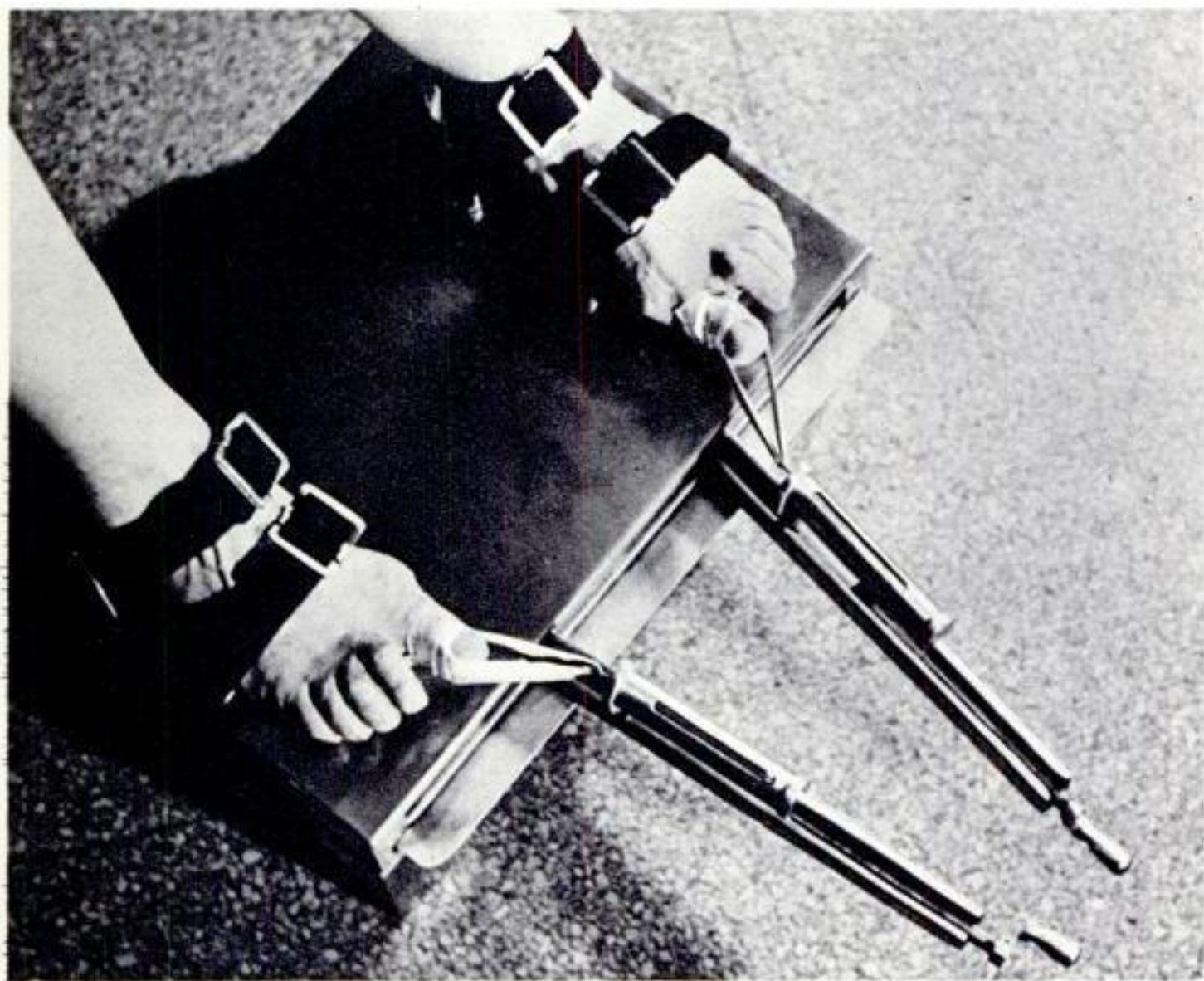
We are supplementing our national system of Branches by appointing a few Distributors who have good financial ratings

CHIROPODISTS AT COLUMBUS CONVENTION BLAME SHOES FOR ALL FOOT AILMENTS

Shoe manufacturers, parents and feminine vanity were blamed for giving misshapen feet to 70% of U. S. citizens by the 500 specialists attending the National Association of Chiropodists annual convention at Columbus, Ohio, Sept. 5 to 10. Foot troubles, they insist, start as soon as babies wear shoes, continue throughout life. The 73 listed ills and 33 ailments involving feet can cause not only a desire for a hot bath but also bad postures, aching backs and bad tempers. The chiropodists decided

that children should wear light, flexible shoes because: 1) they do not hurt toes; 2) they wear out before feet have outgrown them.

While children are the helpless victims of their parents' thoughtlessness, women are the victims of vanity. They prance around on three-inch heels thus shortening their leg muscles and weakening their arches. Then, to be athletic, they wear low heels and strain the calf muscles. According to chiropodists, the secret of a happy foot life is to see a chiropodist.



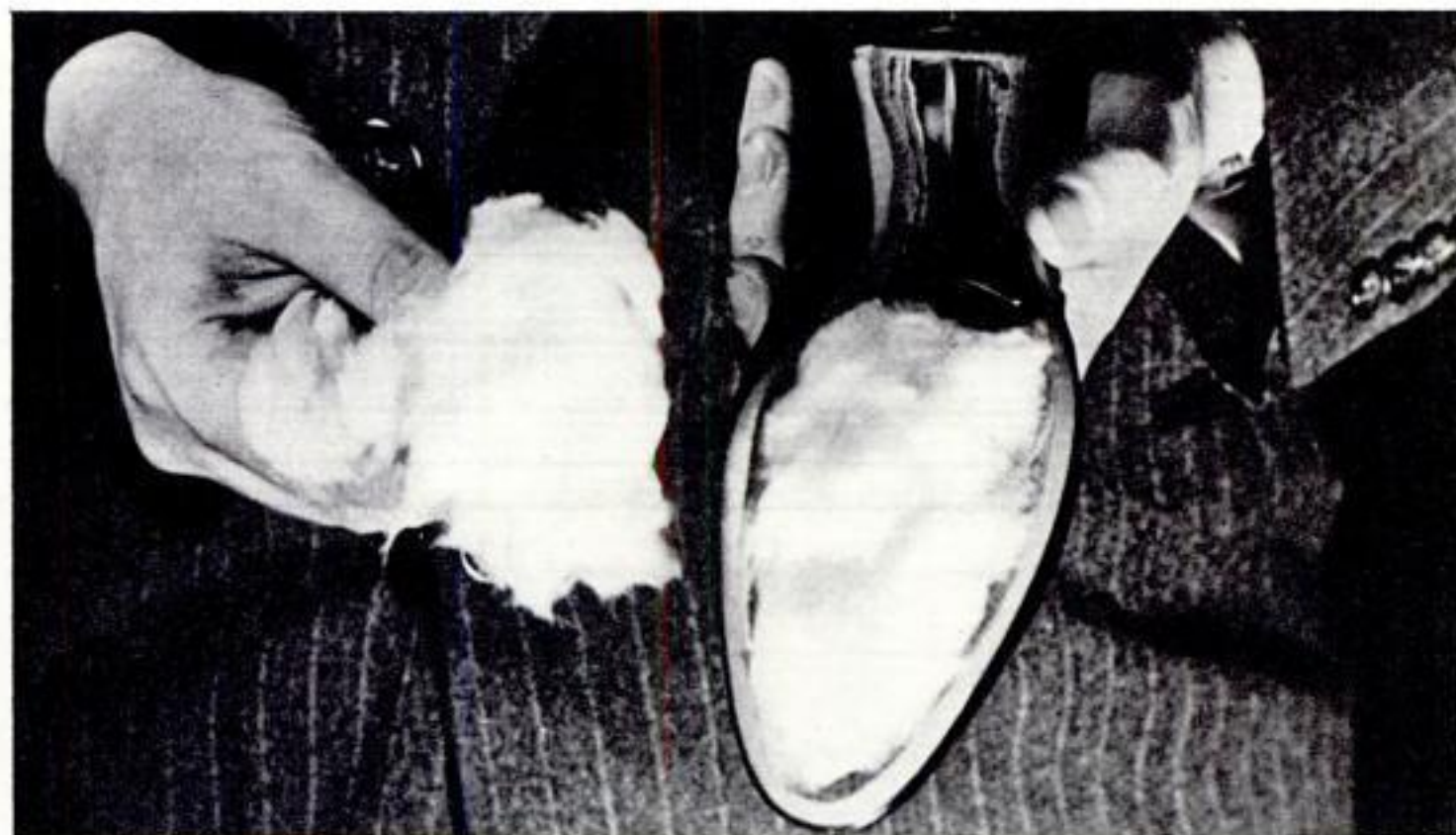
Bothersome bunions, bane of many persons' existence, may be cured by this traction machine. The great toe, which has been twisted by misfit shoes, is straightened by pulling.



Orthopedic strappings for correction of foot ills are inspected by foot doctors. All patients willing to exhibit their ailing feet were given free advice and treatment by these podiatrists.



A policeman's foot, despite the fact he walks an average of 14 miles on his daily beat, is not always flat. Convention foot specialists found this cop's foot in good condition.



Spun glass is the newest development in the insulation of shoes. This lightweight fiber keeps out heat and cold, is composed of material that does not mat under constant pressure.



A bunion technique is demonstrated by Dr. E. W. Cordingley of Clinton, Ind. The patient prefers not to watch the neatly performed operation though she may welcome the results.

CONTINUED ON NEXT PAGE



As served by HARRIS, Butler
to the Late Right Honourable
LORD CLAUD HAMILTON
 PRIVY COUNCILLOR

"After Coffee a
BENEDICTINE"

"After coffee . . . a Bénédictine"
 . . . four words that say: "Nothing in my house is too good for you, my honored guest." Four words that have for 400 years typified the utmost in good taste. Four words to make your byword: "After coffee . . . a Bénédictine."

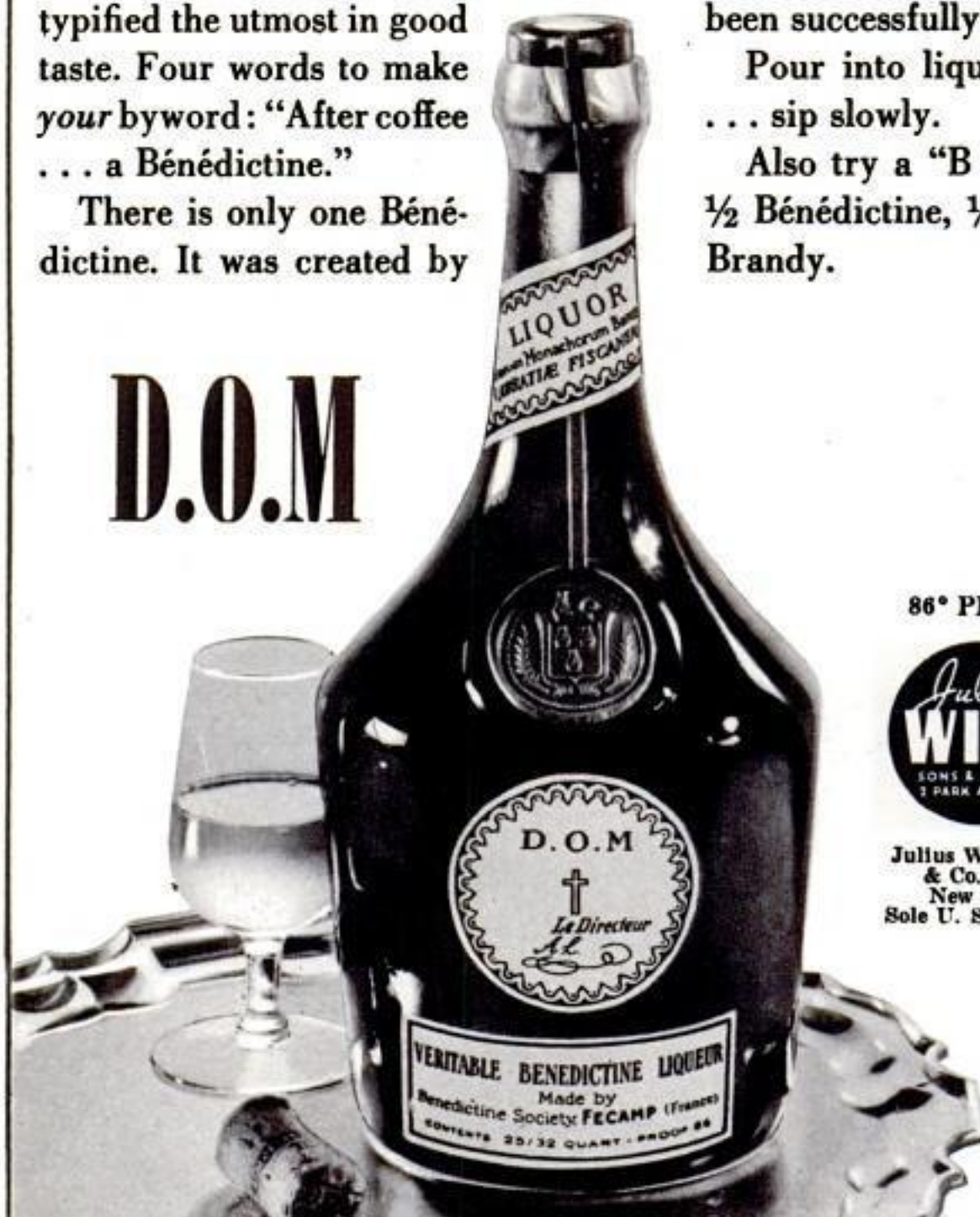
There is only one Bénédictine. It was created by

a Bénédictine monk in 1510. It has been made ever since in Fécamp, France. The world's laws allow no imitation in name and its secret formula has never been successfully imitated.

Pour into liqueur glass . . . sip slowly.

Also try a "B and B"—
 $\frac{1}{2}$ Bénédictine, $\frac{1}{2}$ Cognac Brandy.

D.O.M

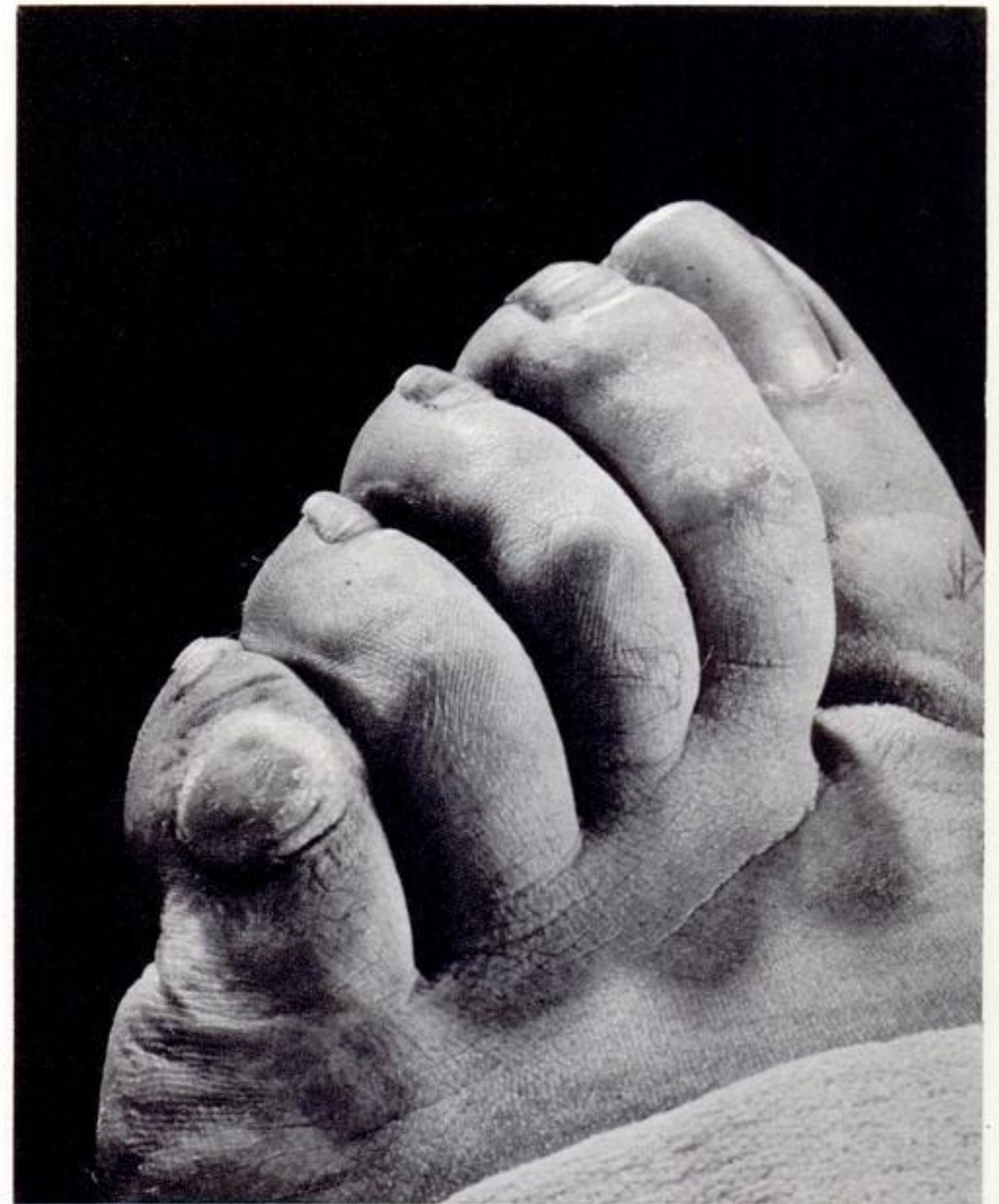


86° PROOF



Julius Wile Sons
 & Co., Inc.
 New York
 Sole U. S. Agents

Chiropodists treat corns, hammertoes (continued)



Most common of foot troubles are corns (*see above*). They are caused by bone derangement which results in friction between toes and shoes. Chiropodists at the Columbus convention waxed eloquent on the subject. They passed a resolution blasting the misleading claims of advertisers of corn plasters which remove "root and all," vehemently denied that corns had roots.

The right foot below shows a bad case of hammertoe—a painful condition in which a toe is permanently contracted, usually as a result of wearing too short shoes or stockings. It was formerly corrected by amputation of the toe. Now chiropodists make a simple excision of the interphalangeal joint. The success of the operation may be seen on the second toe of the left foot.



CONTINUED ON PAGE 82

Look out for this Criminal

PUBLIC ENEMY No. 1 TO AMERICAN CAR-OWNERS

**He'll put you in the hospital
if you give him half a chance**

"Baldy" is a fiendish thug...lurking, perhaps, under the fender of your automobile. During wet slippery weather he has a habit of tossing car and passengers into a nasty accident in the twinkling of an eye.

Look under your fenders NOW! Get rid of your "Baldys" (smooth tires)...they're a constant menace to your life and your pocketbook.



**This is the best time to trade your smooth tires for
THE TIRES THAT NEVER WEAR SMOOTH**



Slice-back shows second tread that appears after 15-20,000 miles—a sharp, anti-skid pattern that NEVER wears smooth—doubles safe mileage.

THIS TIRE IS NOT EXPENSIVE
See your Seiberling dealer for prices on your size and the generous trade-ins he is offering for Fall and Winter sales.

*The Air-Cooled Tire is covered by 8 U. S. patents.

Get Your Seiberling Dealer's Special Fall and Winter Trade-In Offer—it will save you money and trouble

Contrary to opinion, Fall or Early Winter is the SMART time to buy tires. Tires that are "broken-in" during cool weather have a slower tread wear and therefore, last longer.

There is only one tire in America that can assure you of anti-skid protection through TWO full Winters. That tire is the Seiberling Two-Tread Tire—it NEVER wears smooth!

Because of its patented* construction, the tread on this tire is nearly twice as thick as the treads of ordi-

nary tires. It will give you nearly double the mileage you have experienced with ordinary tires. And every mile will be a safer mile!

SPECIAL FALL TRADE-IN OFFER

To encourage tire buying this Fall, Seiberling dealers are now offering extra liberal trade-ins on these Seiberling Two-Tread Tires. Let the Seiberling dealer in your community show you how little it will cost to trade your smooth tires for these safer, more economical Seiberlings.



THE SEIBERLING RUBBER CO. • AKRON, OHIO, U. S. A.
Seiberling Rubber Company of Canada, Ltd., Toronto, Canada

Look for this symbol in your phone book when you want first quality tires—sold and serviced by Seiberling Independent dealers only.

SEIBERLING

TWO-TREAD  **AIR-COOLED TIRES**

Shave yourself with this "straight-edge" safety razor



*Heavy blade lies flat... clips off
whiskers cleanly, smoothly with-
out pulling or scraping your skin*

ALL these newfangled ideas for giving a man a shave—why doesn't your barber, who's in the business, use them?

Answer: he knows that only the "straight-edge" gets down to whiskers—takes them off without irritation!

Here's this master shaving instrument—the "straight-edge"—made SAFE for you.

Built and balanced like a barber's "straight-edge," the Durham Duplex has the perfect precision of a surgeon's scalpel—plus thin

guards to protect your face against nicks or cuts.

The Durham Duplex Blade of heavy Swedish steel lies flat on your face. As you slide it along with gentle pressure, off come the toughest whiskers right at the base. No pulling. No scraping.

Try a Durham Duplex Razor for the same smooth shave your barber gives you... if you want your face clean—free from nicks—and the thrill of using the world's finest shaving instrument. Durham Duplex Razor Co., Jersey City, N.J. Canada: 50 Pearl St., Toronto, Ont.



A LIFETIME OF LUXURY SHAVES

Durham Duplex Razor, 6 "Hollow-ground" Swedish-steel Blades, special Stropping Attachment, in red leather traveling case:

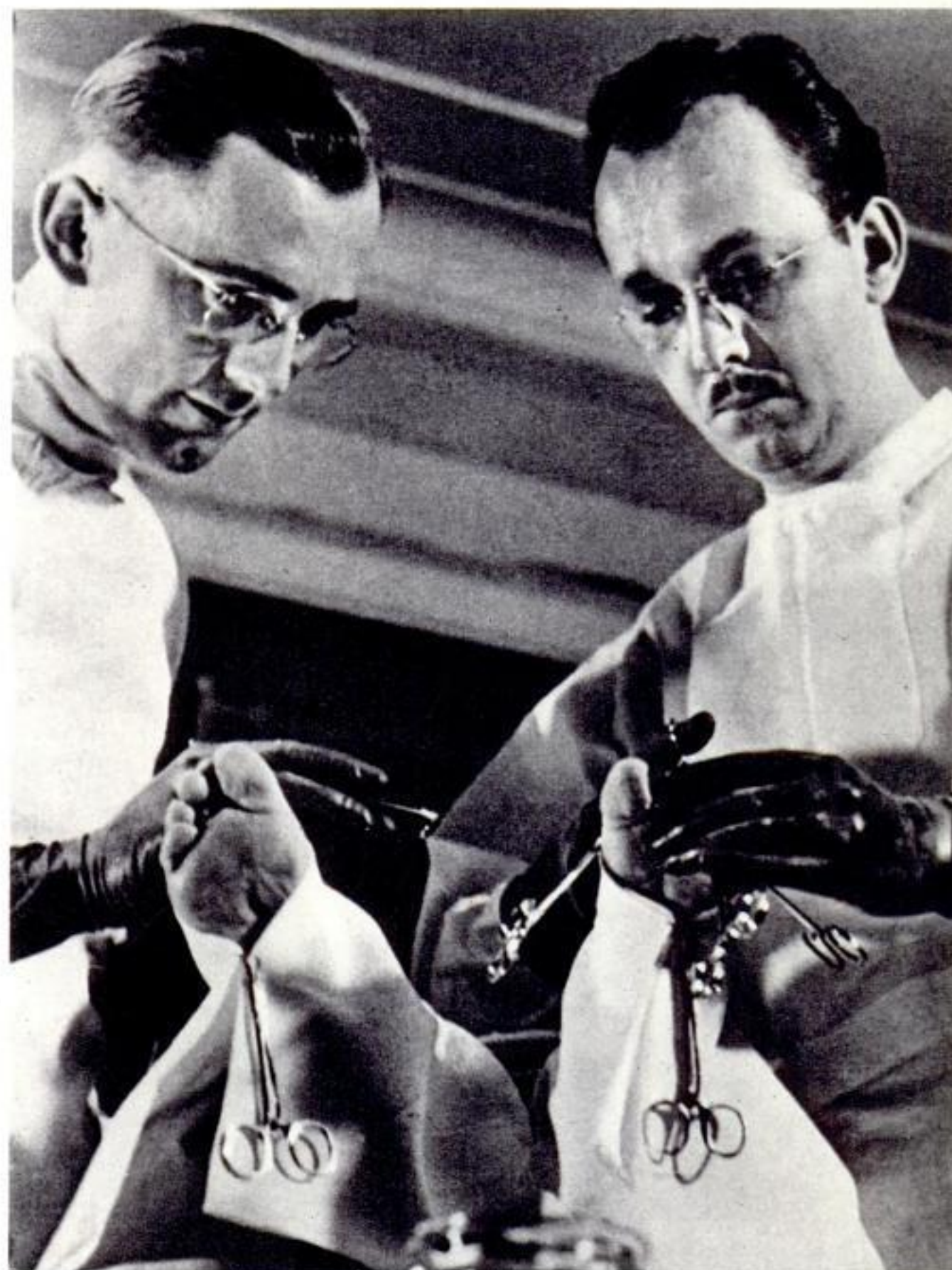
COMPLETE... \$1

Chiropodists practice surgery on feet (continued)



Rubber foot models (above) made by Dr. H. E. Weigner of Elkhart, Ind., were used for demonstrating various ways of applying bandages, felt corn pads, bunion pads, etc.

Below, a surgical operation on a hammertoe is performed by Dr. H. L. Collins (right) of Columbus and Dr. Floyd Frost of Toledo. They cut around the toe with a scalpel, turn back the skin. They remove from the middle joint a wedge-shaped piece of bone, permitting toe to straighten. The wound is sutured and the toe is held on a splint for ten days. When splint is removed, the toe lies rigid on the ground. The operation lasts six to eight minutes, obviates possibility of a recurrence of hammertoe.



It's thrilling to design your own PERSONAL-IZED FLOORS of ADHESIVE SEALEX

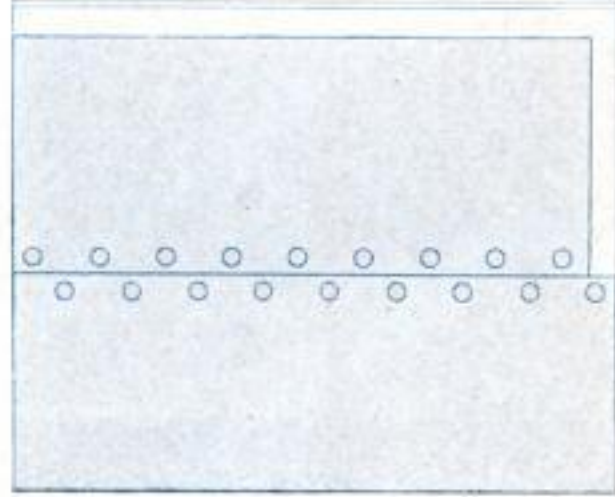
TRADEMARK REGISTERED

...the Modern Inlaid Linoleum

A new design era is born—Personal-ized Floors of Sealex Linoleum! Exclusive custom effects you design yourself, now available at low, ready-made prices!

Enticing, decorative Sealex Insets have been ready-cut from, and color-correlated with, the gorgeous colors in Sealex Inlaid Linoleums. Flowers, fruits, ships, discs and many others—together with a galaxy of accenting Feature Strips and Borders—are now available to “personal-ize” your new linoleum floor!

First choose your all-over floor of Adhesive



SUNROOM PLAN: Sealex “Disc” Insets in 3 colors emphasize the engaging texture effect achieved with the Sealex Veltex pattern, “Malaga,” A7234. Sanitary Sealex Walls in Jade Green. White Sealex Linoleum doors.



Sealex Linoleum. Then arrange your Sealex Insets, Feature Strips and Borders to suit your own individual taste.

You'll find the cost of your “Personal-ized Floor” amazingly low. Savings up to 20% are effected by patented* Adhesive Sealex Linoleum—with factory-applied adhesive on the back. See your dealer for further news about the thrilling new Sealex “Personal-ized Floors.”

10c brings new book, “Match your Rooms to your Personality,” Box L3, Congoleum-Nairn Inc., Kearny, N. J.



*Patent No. 1,970,503

THE MODERN FLOOR IS A **PERSONAL-IZED** FLOOR OF **SEALEX** INLAID LINOLEUM



This Rang



ISN'T IT WONDERFUL!
AMERICA'S FINEST
COCOA COSTS SO
LITTLE NOW!



Watch for the
BAKER'S "Specials"
at your grocer's!



CHOCOLATE PEPPERMINT CAKE

with the velvety-rich crumb . . . and gorgeous chocolate taste
you get only from the extra richness of Baker's Chocolate

2 cups sifted Swans Down
Cake Flour
1 teaspoon soda
 $\frac{1}{2}$ teaspoon salt
 $\frac{1}{2}$ cup butter or other
shortening
 $1\frac{1}{4}$ cups sugar

1 egg, unbeaten
3 squares Baker's Un-
sweetened Chocolate,
melted
1 teaspoon vanilla
 $\frac{1}{2}$ cup thick sour cream
 $\frac{3}{4}$ cup sweet milk

Sift flour once, measure, add soda and salt, and sift together three times. Cream butter thoroughly, add sugar gradually, and cream together well. Add egg and beat very thoroughly; then chocolate and vanilla and blend. Add about $\frac{1}{4}$ of flour and beat well; then add sour cream and beat thoroughly. Add remaining flour, alternately with milk, in small amounts, beating after each addition until smooth. Turn into two greased 9-inch layer pans and bake in moderate oven (350° F.) 30 minutes, or until done. Spread Peppermint Frosting between layers and on top and sides of cake. Decorate

with 1-inch border of chocolate flakes. Double this recipe to make three 10-inch layers.

PEPPERMINT FROSTING: Combine 2 unbeaten egg whites, $1\frac{1}{2}$ cups sugar, 5 tablespoons water and $1\frac{1}{2}$ teaspoons light corn syrup in top of double boiler, beating with rotary egg beater until thoroughly mixed. Place over rapidly boiling water, beat constantly with rotary egg beater, and cook 7 minutes, or until frosting will stand in peaks. Add bit of red coloring—only enough to tint a delicate shade. Remove from boiling water; flavor to taste with oil of peppermint (only a few drops are necessary). Beat until thick enough to spread. Spread on cake. While frosting is still soft, but cold, sprinkle Baker's Unsweetened Chocolate flakes around top of cake to form 1-inch border.

For flakes, scrape chocolate with a sharp knife; hold at right angles to chocolate and use a downward motion. (All measurements are level.)



BETTER BUY BAKER'S!—Since 1780 this "Baker Chocolate Girl" trade-mark has always guaranteed you real chocolate quality. Baker's Chocolate is a product of General Foods.



BAKER'S

THE QUALITY

CHOCOLATE

FAMOUS SINCE 1780

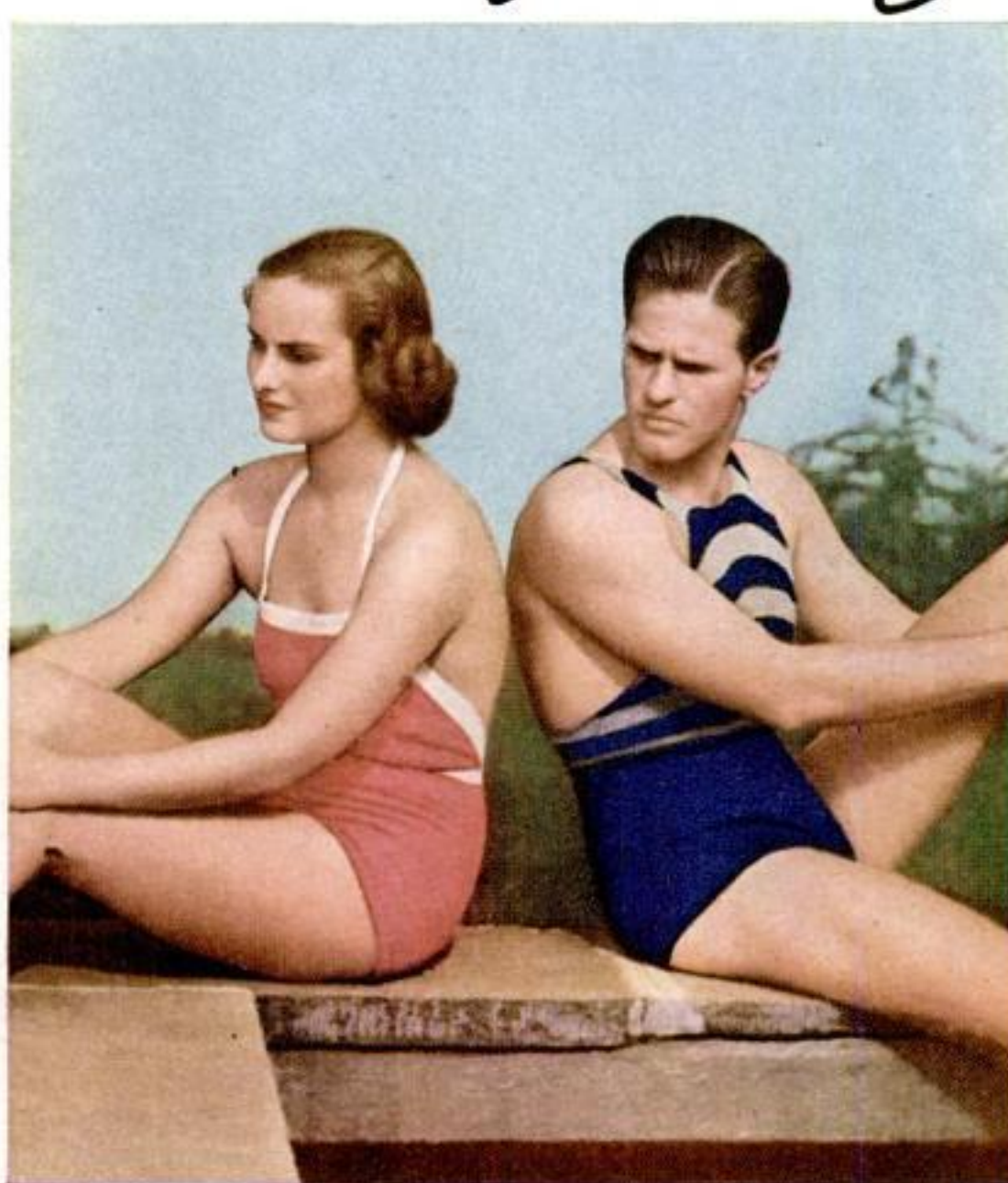
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Chocolate PEPPERMINT Cake

Wedding Bells for Janet



"IT BEGAN WITH AN ARGUMENT! You see, Bill's from the West and he'd made up his mind that New York girls were artificial. He was tired of Club life, I guess—and kind of hankering for some of his mother's good home-cooked meals. But . . .



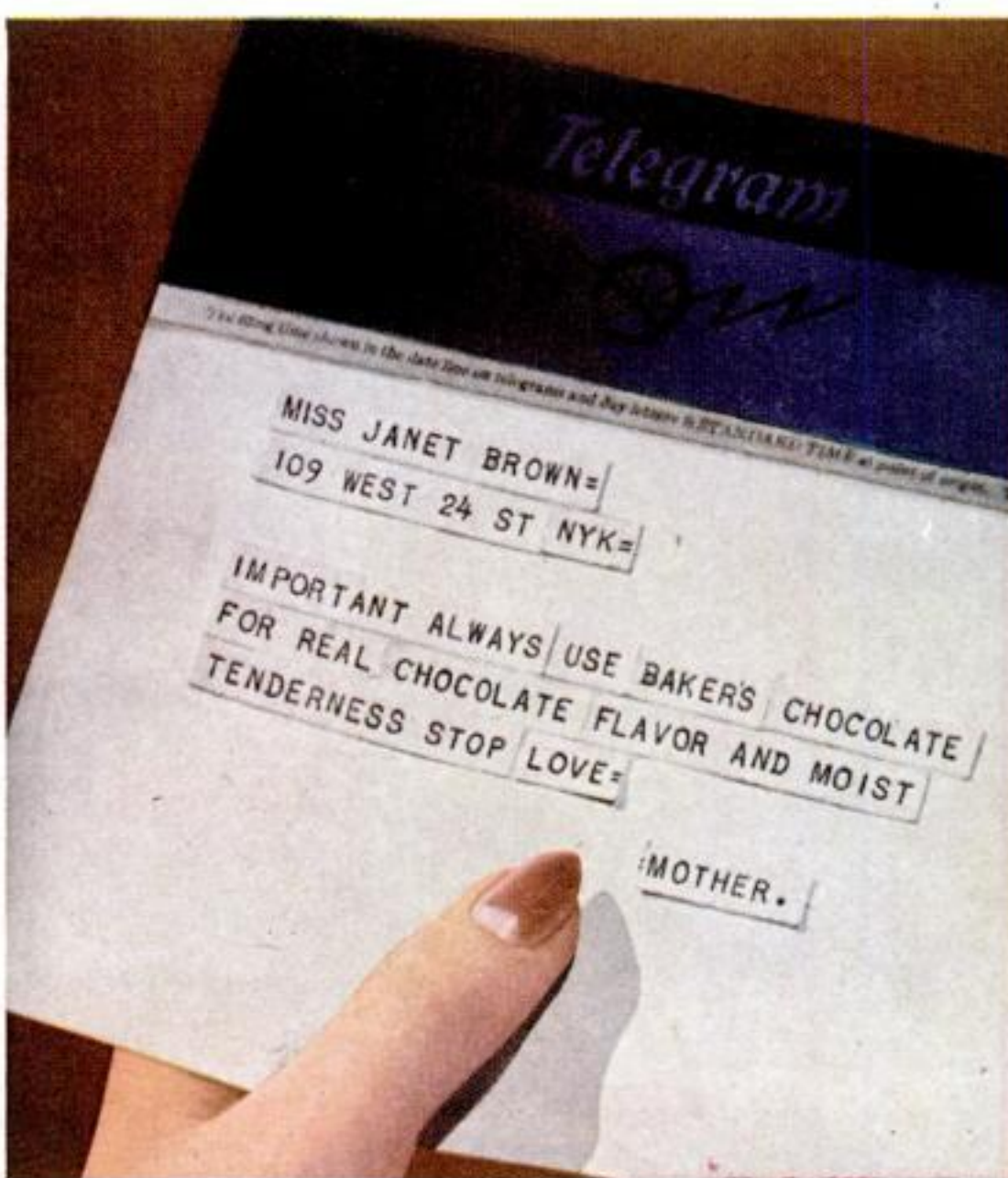
"IT BURNED ME UP when he said, 'Sure! New York girls can dance—and hang on subway straps—and swim—and drive in traffic—but what I want to know is, can they *cook*? Show me just one who can bake a really good chocolate cake!' So . . .



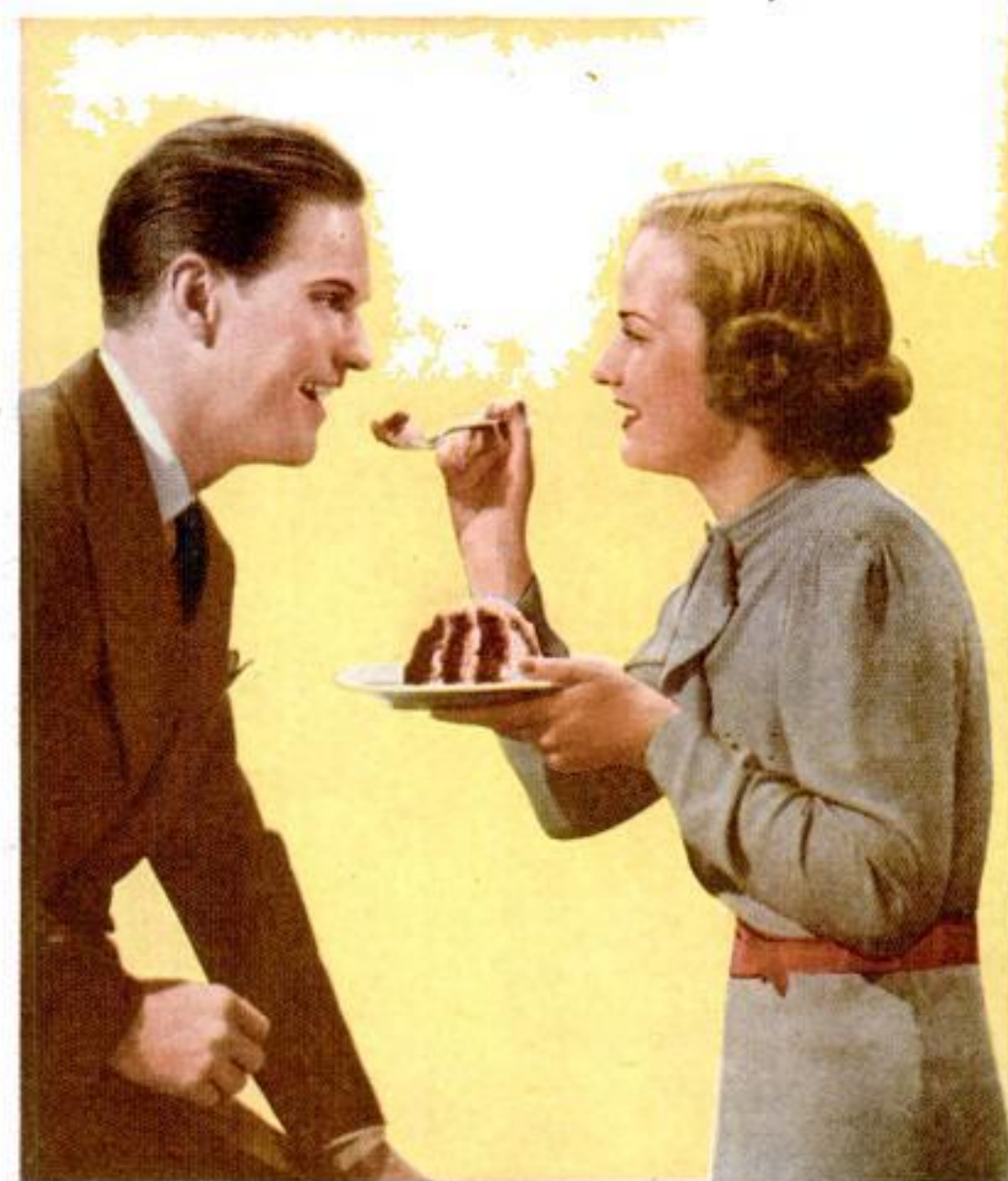
"I DECIDED I'D SHOW HIM! The first free day I had I picked a perfectly gorgeous-looking chocolate cake recipe out of a magazine and set to work. I thought I'd ask Bill to Sunday supper and just bowl him over with my cake.



"UH-HUH, YOU GUESSED IT—the cake flopped! It was pale-poking and it just didn't have that rich, luscious taste our mouth waters for when you think of chocolate cake. I wrote mother an S.O.S. to tell me what it was I'd done wrong.



"SHE TELEGRAPHED, bless her heart. And put her finger right on the trouble! I'd used something slightly cheaper than Baker's Chocolate. But Baker's is so much richer that it's certainly more than well worth the tiny difference in cost.



"WELL, NEXT TIME—I made my cake right—and Bill and I decided we had *tastes* in common! Believe me, chocolate foods in *my* home will always be made with Baker's! Then they'll have glossy rich color and satisfying *real* chocolate flavor."

AND COCOA



Free!

BAKER'S "SAMPLER" BOOK OF FAMOUS CHOCOLATE RECIPES

Fourteen "sample" recipes selected from Baker's magnificent new book of "Famous Chocolate Recipes." Gorgeous layer cakes, brownies and small cakes, puddings, pies, sauces, candies and iced chocolate drinks. Illustrated in full color. Send this coupon for your copy—now! Mail to: GENERAL FOODS, BATTLE CREEK, MICHIGAN.

L.M. 9-27-37

Your Name _____ Street _____

City _____ State _____

(If you live in Canada, address General Foods, Ltd., Cobourg, Ont.) (Offer expires June 1, 1938)

AGAIN GRUEN DOES THE "IMPOSSIBLE"

..and the curved movement of the new CURVEX* has *four times as much curve as before!*..

permitting, for the first time, "custom curved" wristwatches



Remarkable experience in the creation of beauty lies behind the keen eyes with which OMAR KIAM, head designer for Samuel Goldwyn productions, including "The Hurricane" and "The Adventures of Marco Polo," judges the New GRUEN CURVEX. Says the distinguished Hollywood stylist: "I would be proud to be the designer of these beautiful new watches."



The golden voice that has thrilled millions is lifted in praise of Gruen's masterpiece, the new CURVEX. JESSICA DRAGONETTE, loveliest of radio's singing stars, has chosen the dainty CURVEX Patroness to grace her slender wrist.



A keen critic of the unusual and the beautiful is MRS. WILLIAM CREIGHTON REED of New York. Her life long familiarity with things rare and lovely prompted her to choose the GRUEN CURVEX Duchess as part of her personal wardrobe for Fall.



"Stunning!" exclaims VELOZ. "Perfectly lovely!" agrees YOLANDA. World-famous for their brilliant interpretations of modern rhythm, Veloz and Yolanda, premiere dance team, admire a new conception of grace and beauty expressed in crystal and gold—the New GRUEN CURVEX, America's premiere wristwatch.



GRAHAM MCNAMEE presides as master of ceremonies of Gruen's great new radio program, "The Time of Your Life." SHEILA BARRETT, premiere mimic and impersonator, is the featured star. The big show will be broadcast every Sunday evening, 5:30 to 6:00 P. M., E. S. T., beginning October 3rd.

LISTEN IN on Gruen's Big Radio Show
"THE TIME OF YOUR LIFE"
every Sunday over NBC Red Network
5:30 to 6:00 P. M., E. S. T.



CURVEX PEER... Full-size 17 jewel Precision movement, actually curved to fill the wristform case. 14 Kt. yellow gold filled. \$50



LADIES' CURVEX COUNTESS... Full-size 17 jewel Precision movement, actually curved to fill the wristform case. 14 Kt. yellow or white gold filled. . . . \$42.50

"Amazing! Exquisite!" exclaim EMINENT CELEBRITIES

at world premiere of the new GRUEN CURVEX*

You, too, will exclaim with delight when you examine the exquisite new CURVEX* wristwatches for men and women at your Gruen jeweler's.

Put a GRUEN CURVEX* against your wrist and see how the accented curve individualizes it for you. The new GRUEN CURVEX* stays snugly and gently in place no matter whether your wrist is large or small, round or oval. It's a real "custom-curved" wristwatch.

We hardly expect you will examine the sturdy curved movement which has made possible this most modern of all wristwatches,

but if the name GRUEN CURVEX* is on the dial, this exclusive, sturdy CURVEX*



movement is within the curved case. In sixty-three years devoted to the art of fine watchmaking, no achievement has given us more pride than the creation of this new GRUEN CURVEX* movement... curved to the natural contour of the wrist. It represents complete mastery of a problem that had baffled watchmakers of the world ever since the inception of the wristwatch.

When you want a finer wristwatch, as a gift or for yourself, insist on knowing that it is a genuine Gruen. Throughout the United States and Canada, Gruen watches are priced from \$24.75 to \$250; with precious stones, up to \$2500.

THE GRUEN WATCH COMPANY
Time Hill • Cincinnati • U. S. A.
In Canada: Toronto, Ontario

GRUEN CURVEX*

THE PRECISION WATCH

Now—"custom-curved" to fit all types of wrists.

Copyright 1937, The Gruen Watch Co.

*Trade Mark Reg. U. S. pat. off. No other manufacturer is permitted to make the Curvex or to use the name.

ART

MRS. JESSE LASKY LIKES TO PAINT FLOWERS



No tyro at painting is Bessie Lasky, wife of famed Cinema Producer Jesse Lasky, who had her first exhibition in 1928 and whose current show at Manhattan's Knoedler Galleries includes the flower piece shown below. Above you see Mrs. Lasky at work in her Los Angeles studio. A romanticist, she likes to paint flowers and bowls and shawls and pottery, has had canvases hung in several museums. When she once remarked that perhaps she could paint better if she had to struggle, her husband indulgently pinched her cheek, observed: "Don't kid yourself, little girl."



Your Jeweler will tell you
There's only one **CURVEX***
and only **GRUEN** makes it



Many manufacturers feature wristwatches with curved cases. The name "CURVEX" however, applies only to the original and genuine GRUEN CURVEX*...the watch with both case and movement curved. Look for the name CURVEX* on the dial.

THE FIRST wristwatches were essentially pocket watches... flat movements... flat cases... strapped on to the wrist.

THE NEXT STEP was to make smaller watches for the wrist and, later to curve the cases a little bit for better fit... but the movement remained flat, had to be smaller and, so, less accurate.

THEN GRUEN technicians cast aside old ideas and designed the world's first true wristwatch... a curved movement, with larger sturdier parts in a distinctly curved case. NOW GRUEN does the "impossible," and the curved movement

of the New CURVEX* has four times as much curve as before... which permits the use of more acutely curved cases, slender and compact and with new sculptured beauty and style originality.

THE ACCENTED CURVE of the new CURVEX* means that you can now own or give a wristwatch that will hug the natural curve of the wrist, fitting so snugly that its presence is not noticeable to the wearer. And, at the same time, it will have the long life and dependable accuracy of the sturdiest of well made pocket watches.



*Trade Mark reg. U. S. patent office. No other manufacturer is permitted to make the Curvex or to use the name. Copyright 1936, The Gruen Watch Co.



PATENTED. U. S. Patents No. 1865968 Re. 80480
Here Gruen combines the beauty of a curved case with the accuracy of a full-size movement actually curved to fill the wristform case. Even if the case were removed, the revolutionary Curvex movement still would conform to the curve of the wrist.

A curved case only. The conventional flat movement, conflicting with the shape of the case, is relatively small and fragile. Accuracy is sacrificed to appearance. The cases in the diagrams above are the same size. But notice the difference in the movements!

The New **GRUEN CURVEX***
THE WORLD'S FIRST TRUE WRISTWATCH
Copyright 1937, The Gruen Watch Co.

SPORT

HOW TO DRESS FOR FOOTBALL; OHIO STATE PLAYERS WEAR EIGHTY-DOLLAR OUTFITS



CHARLIE REAM, FRONT VIEW, SHOWING HIP & RIB PADS AND JERSEY

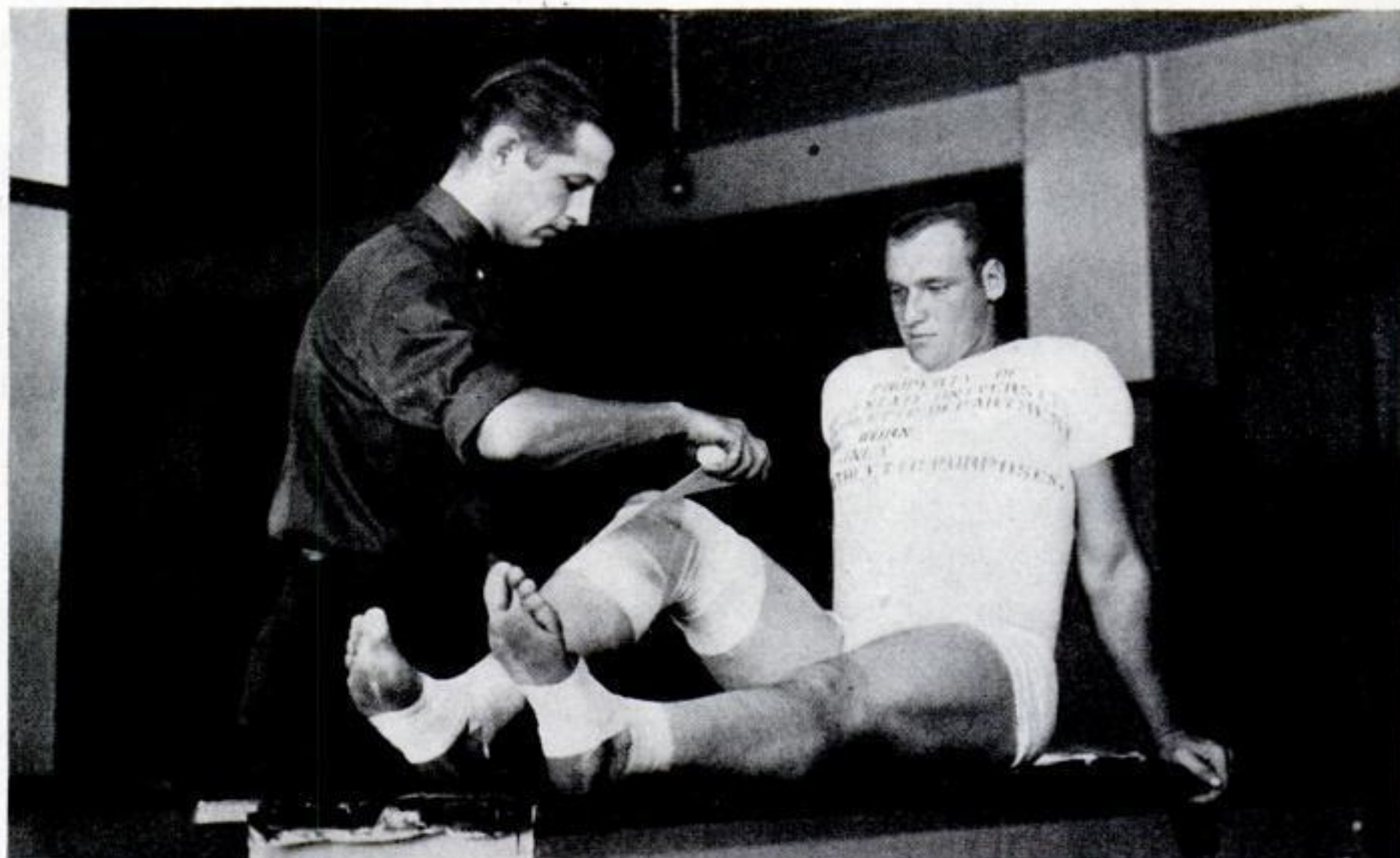


CHARLIE REAM, REAR VIEW, SHOWING KIDNEY AND SHOULDER PADS

Charles Ream, end on the Ohio State University football team, is 6 ft. 3 in. tall and weighs 215 pounds in the dressing room. When he prances out on the football field all dressed for the game, Charlie Ream weighs 230 pounds. The 15-pound difference is the weight of his equipment and uniform—a veritable armor to keep him from breaking himself to pieces.

In the photographs above, you see the foundation of Charlie's outfit. The front view shows the hip pads and rib pads made, like all other pads, of tough cowhide, pressed fibre and sponge rubber. Notice that they give greatest protection to Charlie's sides because when Charlie takes out an opposing player, he throws his body sideways. Charlie is pulling his red jersey (57 is his number) down over the shoulder pads which show more clearly in the rear view (above right). Here you may also see the oval pads which fit carefully over Charlie's kidneys.

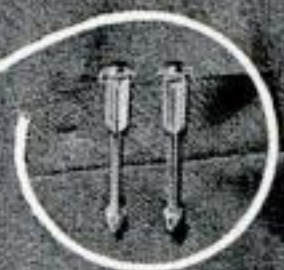
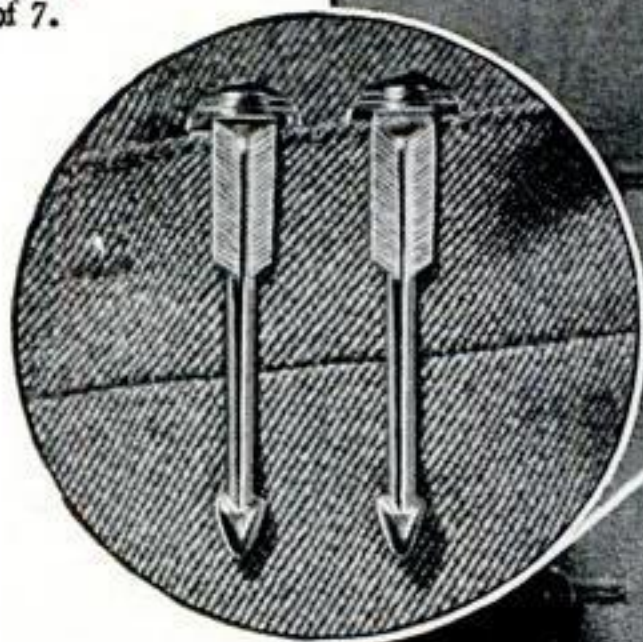
At right, a trainer straps elastic gauze around Charlie's ankles and knees, these being the most easily injured parts of Charlie's body. It takes Charlie almost half an hour to get dressed. When finished, he has \$80 worth of equipment on his frame. To watch him dress, turn the page.



CONTINUED ON PAGE 90

Another Noted Millionaire's Pocket

Caught By The Candid Camera again reveals that where pen performance — not price — is the owner's chief object, the Parker Vacumatic is the pen preferred about 5 times out of 7.



Now . . . A Millionaire's Pen

That You Can Afford to Carry
and Can't Afford to Miss

The Latest and Greatest Fountain Pen that Parker has Ever Produced!

**It Holds *102% More Ink Yet Is
Slenderized for Restful Balance**

Now comes the supreme achievement of Parker's 46 years of pen-making—the new Major and Maxima Vacumatic—the most inspiring and exhilarating pen ever created.

A brand-new model—thoroughly modern—not merely modern in style, but modern through and through—a new high in rich materials and inventive genius, revolutionary in mechanism and in performance. A PEN THAT DOES WHAT NO OTHER PEN CAN DO.

Even its world-famous predecessor—the great Parker Duofold—did not give you the ink capacity, the ink visibility, the restful slenderized shape, the Scratch-proof Point, or the smart, exclusive laminated Pearl style that you get in this new Parker Vacumatic of today.

Unlike the usual fountain pen, the Parker

*Holds 102% more ink than the famous Parker Duofold.

sacless Vacumatic contains no old-style rubber ink sac or lever filler. And unlike other sacless pens, it has no piston pump or air-bulb filler. A patented recoiling Diaphragm fills this marvel in 8 or 10 fleet seconds. Its working parts are sealed in the top, where ink can never touch, corrode or disable them.

Hence, every Parker Vacumatic is GUARANTEED mechanically perfect.

You and every other pen user have always wanted a pen like this. A pen that holds enough ink to write a book, hence one that never starts anything that it cannot finish.

A pen that shows the entire ink supply—shows days in advance if it's running low—hence a pen that never runs dry in the midst of writing.

Go and see and try this pedigreed Beauty today at any good pen counter. The Parker Pen Company, Janesville, Wis.

Makers of Parker Quink, the new pen-cleaning ink, 15¢, 25¢ and up.

*Full
TELEVISION
Ink Supply*



*New Slenderized Shape...
Enlarged Ink Capacity...
One-third more Gold
in its Scratch-proof
Point... New Self-
governed flow... Exclusive
laminated Pearl Style
...Patented Diaphragm
Filler*



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THAN OUR FAMOUS DUOFOLD*

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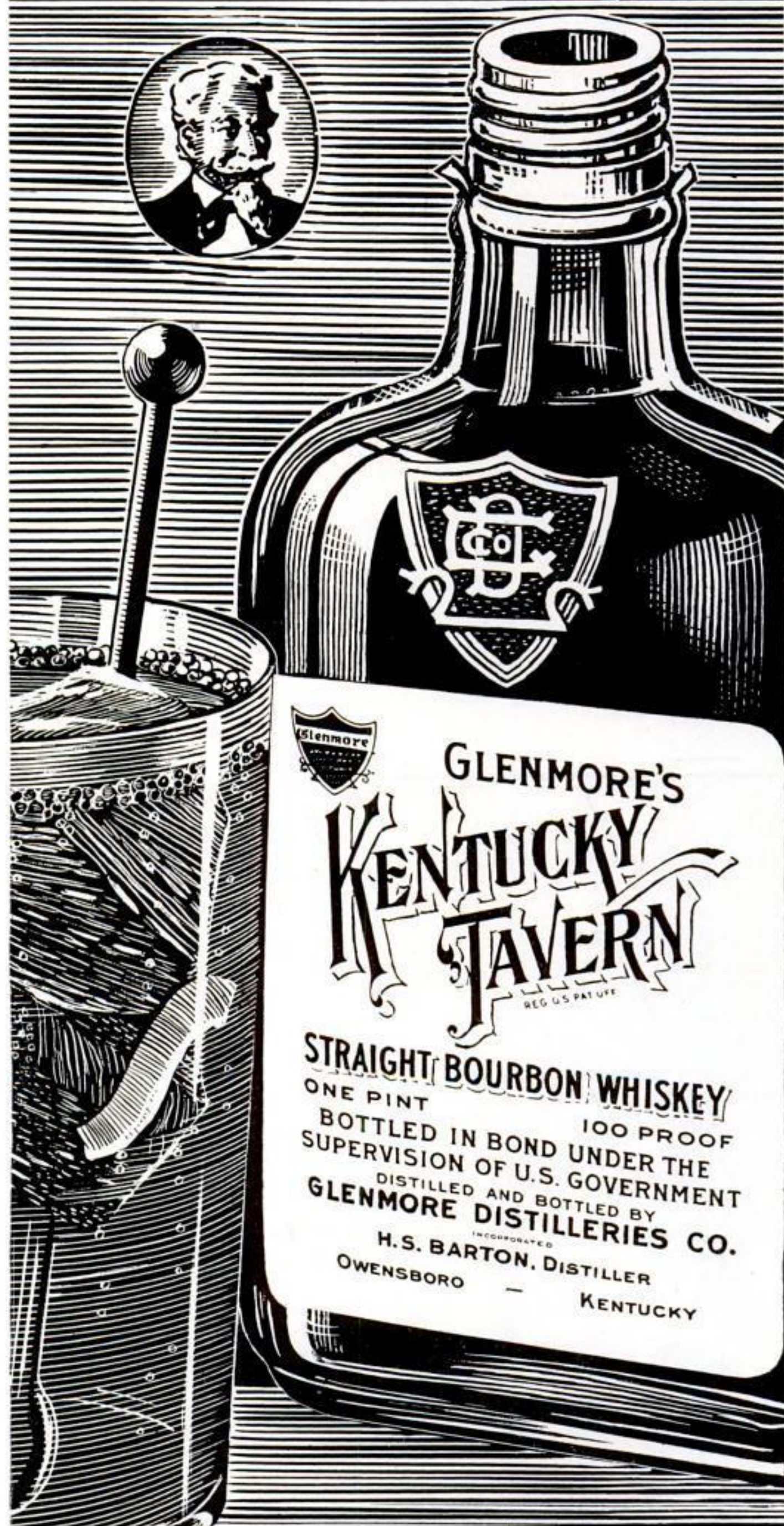
Parker

VACUMATIC REG. T. M.

GUARANTEED MECHANICALLY PERFECT

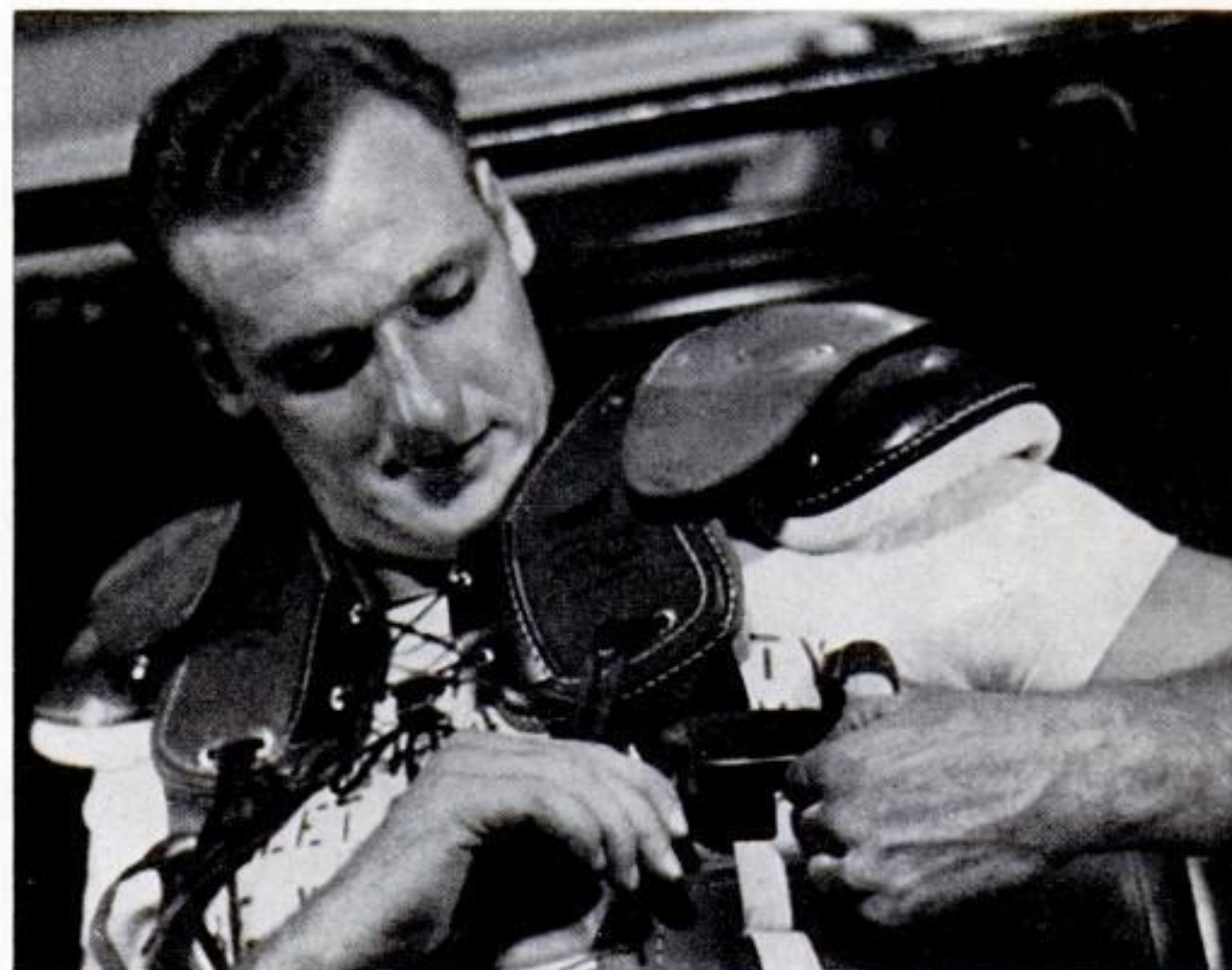
Junior or Junorette, \$5 • Standard or Slender Standard, \$7.50 • Major, \$8.75
Maxima or Senior Maxima, \$10 • Pencils to match, \$2.50, \$3.50, \$3.75, and \$5

THE WHISKEY OF THE GOURMET



BOTTLED IN BOND

How To Dress For Football (continued)



Charlie's shoulder pads cost \$12, are the most elaborately built of all pads. Main purpose is to guard the collar bone, which breaks more easily than other bones.



Charlie's feet are first painted with benzoin and then dusted, as above, in a trough of talcum powder. This toughens Charlie's skin and keeps his feet from blistering.



Charlie's pants are made of slippery jockey satin. Into pockets lining he slips fibre thigh pads. Pants cost \$9 a pair.



Charlie's shoes have inch-long cleats, must be laced very tightly. Charlie will wear out four pairs (\$10 a pair) a season.

CONTINUED ON PAGE 92

AMERICA'S No. 1 MOVIE CAMERA

*The
Favorite of
the MOVIE
STARS!*

Beautiful **Ida Lupino**, youthful Paramount star, takes time out from her latest picture, "Artists and Models" to shoot some personal movies with her lifetime UniveX Cine "8"

"You can't beat UniveX movies!" says **Richard Arlen**, Columbia's popular young star whose next picture will be "Park Avenue Dame."

ALL AMERICA NOW TAKING MOVIES AT LESS COST THAN SNAPSHOTS!

No other movie camera offers anything like UniveX values! That's why more people are buying the UniveX Cine "8" than all other makes combined! This amazing movie camera is the only one in the world that uses 60c UniveX Cine Film and takes brilliant, theatre-quality movies at less cost than snapshots! Ask your dealer today to demonstrate how easy it is for anyone to take thrilling, lifelike movies with the UniveX Cine "8".

CINE "8"
UniveX \$9.95

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Unique in the comfort, serviceability and smart appearance of its Nettleton styling and patented, flexible, hand-sewed forepart. In the house... a slipper. Outdoors... a shoe! No wonder we can't make them fast enough!

A. E. NETTLETON COMPANY
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**DOUBLE DUTY
LOAFER
WITH HAND-SEWED
ALGONQUIN SEAM**

\$5.50



UNVEILING "Scoop"

Lastex Foundations styled by HICKORY

"with that artful uplift"

FOR ZESTFUL LIVING!

When your figure is as young as your ideas—and your madcap moods are many—you'll glory in the discreet control of this action-free fashion. Two-way stretch Lastex shrewdly hinders wayward curves, gently persuading your figure to lithe smoothness. You'll adore the artful uplift designed in lace on the all-in-one. A saucy minimum of discipline to flatter your gay Fall frocks!

A SCOOP in Value... and a SCOOP in Style

Foundation (for formal)—\$5
Girdle (for about-town)—\$3
Pantie (for sportswear)—\$3

Please send us the name of your corsetiere if she hasn't the exact Hickory Foundation you want... we'll welcome the opportunity to serve you. Address: Ruth Stone, 1151 West Congress Street, Chicago.

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PRICES IN WEST & SOUTH SLIGHTLY HIGHER

YOU'RE THERE WITH A CROSLEY



"PALE HANDS PINK TIPPED"

... Is Fashion's theme song for fall

For your finger-tips choose the subtle new La Cross shades, the prestige polish, looks better and lasts longer.

TOKAY
REDWOOD
SUNRISE
SUNSET
PLUM RED
MAROON
PEACH
BLUSH
ACORN

● ASK YOUR MANICURIST to apply one of these new, smart shades, or buy a regular-size bottle on our money-back guarantee. 50c a bottle in United States and Canada.

+ La Cross
NEWARK, N. J.

CREME NAIL POLISH

● La Cross Glycerated Nail Polish Remover contains no acetone and is kind to brittle nails and harsh cuticles. Use it also to thin out thick polish. 1/2-oz. size, 25c; 2-oz. economy size, 50c.

(continued)

How to Dress for Football



A terrifying sight is Charlie Ream when he puts on his heavy leather helmet and smears black grease paint under his eyes. The helmet, well padded with felt on the inside, costs \$8. The

black grease paint is used primarily to absorb sunlight which would otherwise be reflected into Charlie's eyes from his sweaty skin. It is especially useful under the glaring lights of night games.

"Another Bracing" Idea

British as Bond Street, masculine as a sweet-smoking briar, are these smartly-styled braces of

HERRINGBONE

patterned from the season's favorite fabrics. In Pioneer's famous Customfit construction (adjustable in front and back)—with Streamlox clip-ons or with leather ends. \$1 and up.



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DEPENDABLE QUALITY
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Quick thinking plus a Graflex-made Speed Graphic gave Dick Sarno of the New York Daily Mirror, this remarkable picture. Published in Life, it shows the jockey "stopped" in mid-air and the horse literally "standing on its neck." You, too, can make dramatic action "shots" like this with a Graflex American-made, Prize-Winning Camera!

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That's because it's not a sweet mixture



but a dry, keen drink . . . a real appetizer

on the alkaline side

White Rock
... better for you



PATCH HOLES IN WALLS

EASILY AND PERMANENTLY



● Rutland Patching Plaster makes a perfect patch as lasting as the wall itself. Anyone can use it. Just mix with water and apply with knife. Look for the checkerboard box.

Rutland Fire Clay Co., Rutland, Vt. Also makers of Rutland Concrete Patcher, Rutland Furnace Cement, Rutland Roof Coating and other Rutland Repair Products.

THE CAMERA OVERSEAS: LEAGUE OF NATIONS PICKS A MOSLEM DEMIGOD AS PRESIDENT

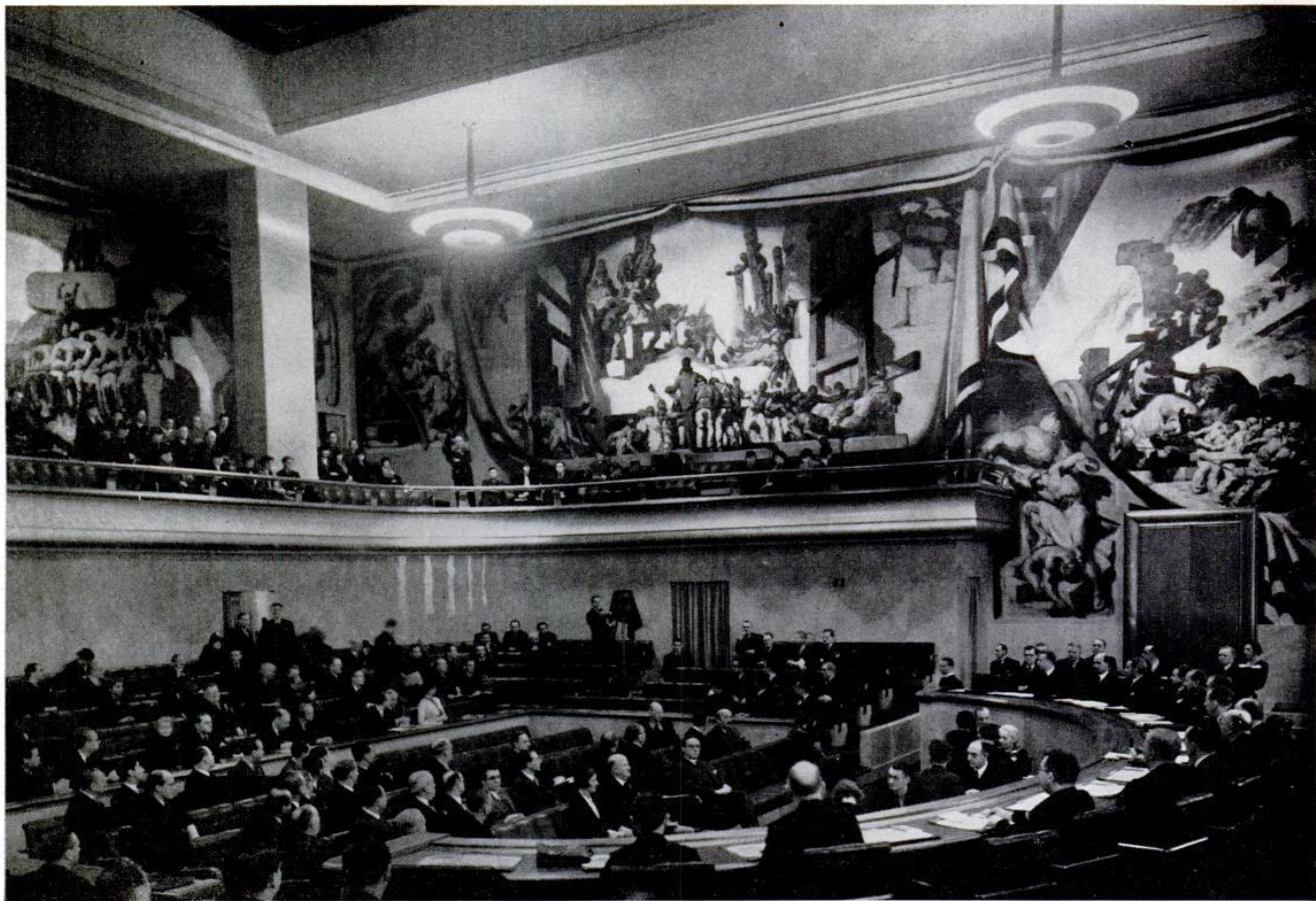


The Aga Khan (left), just elected President of the League of Nations Assembly, pontificates before answering a French reporter, Mr. Andre Glarner, in the new League building in Geneva.

Whether all the world's woes added up to an immediate war in Europe was the unwritten agenda before the 18th ordinary session of the League of Nations Assembly opening Sept. 13 in Geneva. As president for the session it elected the British candidate, the Aga Khan, Moslem leader of India's delegation, shown at left and on opposite page. Faced with two wars and a Mediterranean crisis, the Assembly snubbed Fascist nations by ignoring a Spanish Rebel plea for recognition, recognizing conquered Ethiopia's right to a seat.

The League Council of 14 nations met, Sept. 14, under the thousand eyes of new frescoes presented by Spain and painted before the civil war began by Jose Maria Sert, muralist for New York's Waldorf-Astoria. Shown below during a Council session, they are, from right, a train and a huge broken cog pulled by men and oxen; Negroes opening wooden gates; and at left, victors carrying a tomb. Assembly agenda include the British partition of Palestine and the Sino-Japanese war. The Assembly is also moving to separate the League from its mother, the Treaty of Versailles.

The Aga Khan's election improves Britain's position on the partition of Palestine, both in the League and among Arab Moslems. A Pope without a Vatican, he claims direct descent from Mohammed and Ismail, the last Revealed Imam. His Ismailian followers, numbering from five to 100 million, pay him absolute homage and annual dues as a demigod. He may excommunicate and curse, both dire powers, and his followers' Mecca is his home in Bombay. His East African followers make him a key man in the British-Italian fight for African empire. Lately he has lost Indian prestige because of his friendship for Britain. A superbly cynical, hard-working leader, he keeps magnificent horse-racing stables in Europe, has been married once to his cousin, once to an Italian and in 1929 to a Frenchwoman who remains Catholic.



THE NEW LEAGUE COUNCIL ROOM, SHOWING THE JOSE MARIA SERT FRESCOS ORDERED IN 1934 AND PUT UP LAST AUTUMN



THE "UNREVEALED IMAM" GOLFS IN ENGLAND WITH ROLLED-UP TROUSERS



HIS SECOND SON, AGED 4, GOLFS AT HOME AT ANTIBES, FRANCE



Third wife of the Aga Khan is Andrée Carron who on their East African trip last March shot this fine lion in Kenya.



First time on skis for Son Sadruddin was last January at Gstad, Switzerland. His father is an exercise fiend.



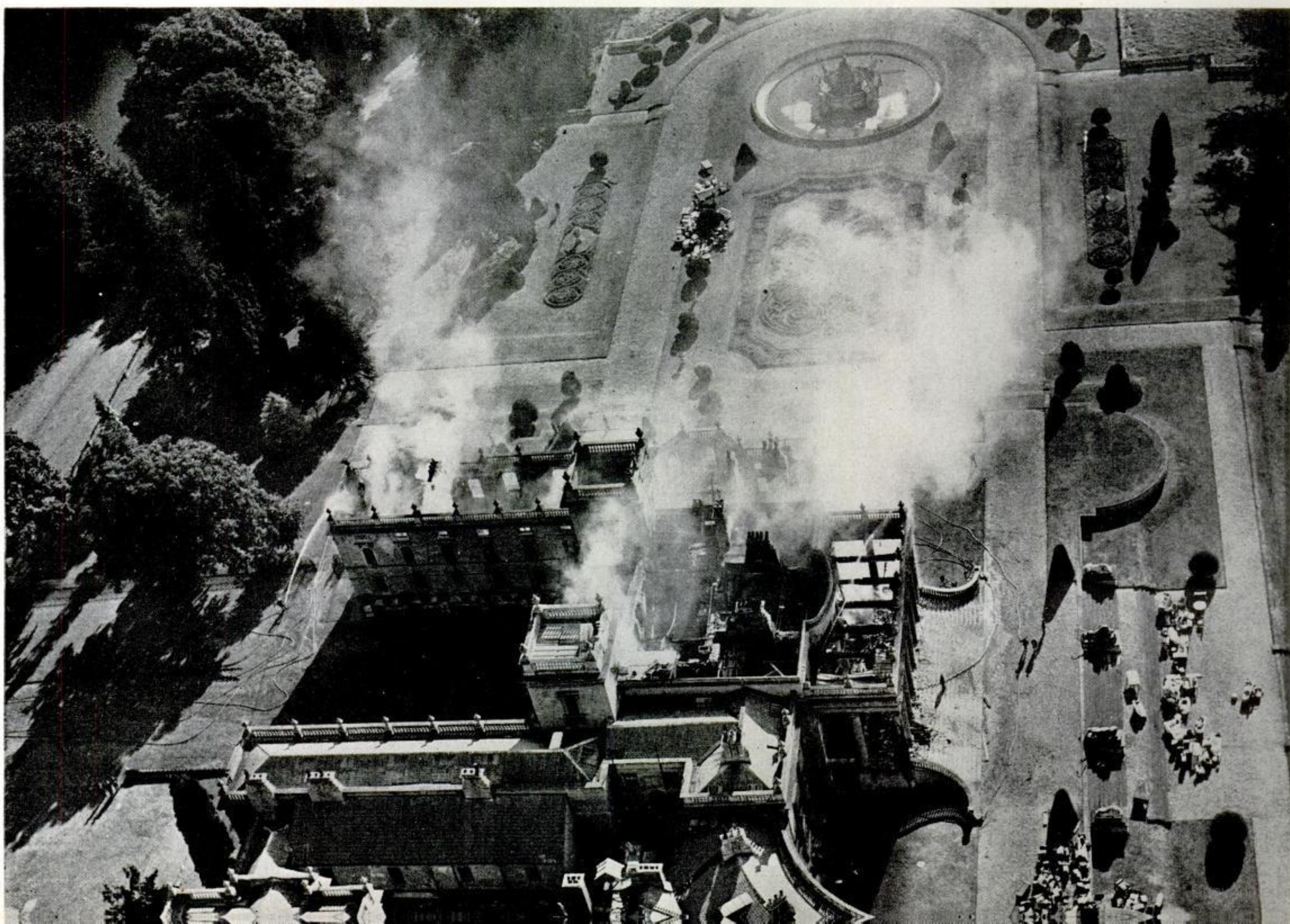
At the coronation of King George VI, the slender pretty Begum (left) wore a sari; the Khan wore the Star of India.

THE CAMERA OVERSEAS: FIRE GUTS AN ENGLISH CARPET MANUFACTURER'S MANSION AND . .



Witley Court, one of England's great country mansions in Worcestershire, was built in the 16th Century, and sold by the Earl of Dudley to Sir Herbert Smith. It caught fire on Sept. 7 and was still burning on the morning of Sept. 8 as shown above and below. The stone stairs were littered with Sir Herbert's goods. A grand piano

may be seen (*above*), at extreme left of the garden stairs. The fire gutted the central hall and the left wing. Sir Herbert has another house, Blakebrook House, in Kidderminster where he manufactures carpets. He has served England as chairman of the Carpet Trade Rationing Committee and the Man Power and Protection Committee.



... LAYS WASTE A PALM-THATCHED VILLAGE IN JAVA



Last-minute salvage in the path of the great fire which swept Tanah Tinggi in central Java, Aug. 15. Some 2,000 natives were left homeless by the destruction of huts like this.



The fire gobbles up a hut in Tanah Tinggi in about five minutes. The tree at right, not yet blistered by the heat, is a Koning's palm; the giant leaves (left and centre) are bananas.



Steel-pipe skeletons (left) are what remain of frames to hold mosquito netting over beds. The fire started at 3 o'clock in the afternoon and was still blazing at 9 that night.



Tanah Tinggi (meaning "high land") is a station on the railway from Java's capital of Batavia. In the foreground, beyond the tracks, are Scott's Emulsion and Milkmaid crates.

A native fireman, with helmet and holstered hatchet, is dismayed to find so little water pressure in his fire hose.



Disaster was just seven hours of excitement for most of Tanah Tinggi's 2,000 citizens who can easily rebuild their



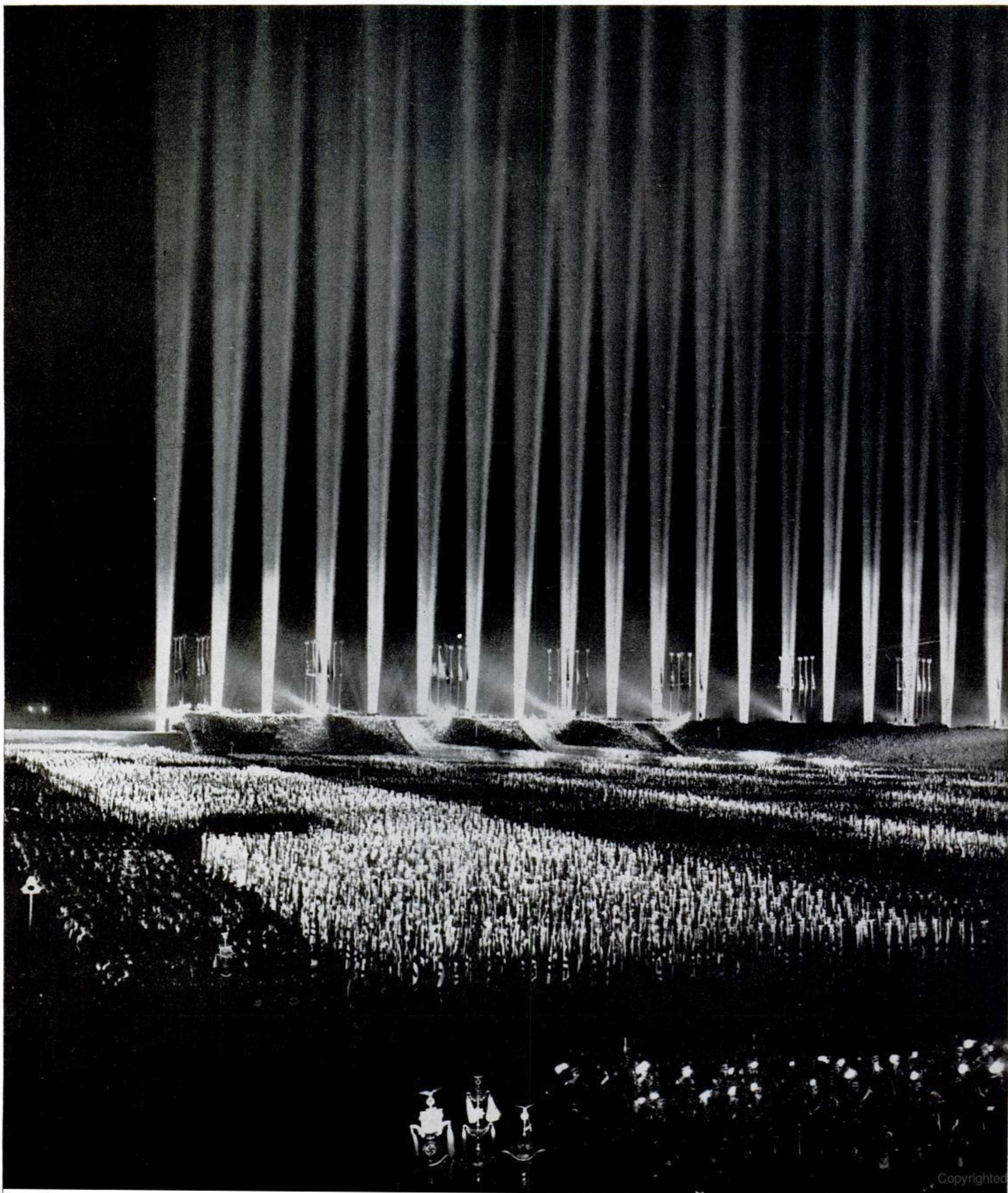
huts. But the woman (below, centre) with her sons wept bitterly as she hurried to the fire carrying her sandals.

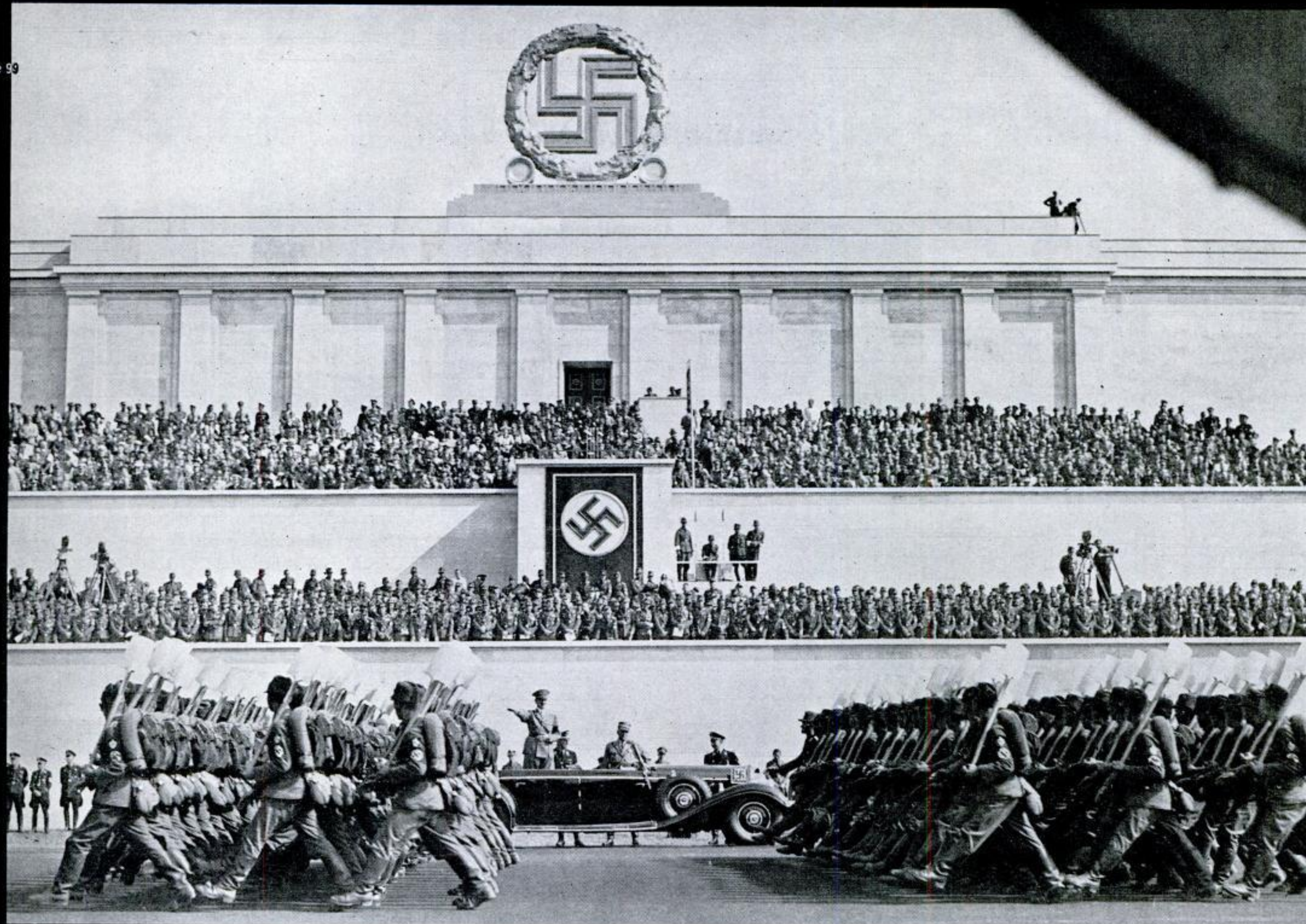
THE CAMERA OVERSEAS: NAZI GERMANY PUTS ON ITS GREATEST SHOW EVERY YEAR AT NÜRNBERG



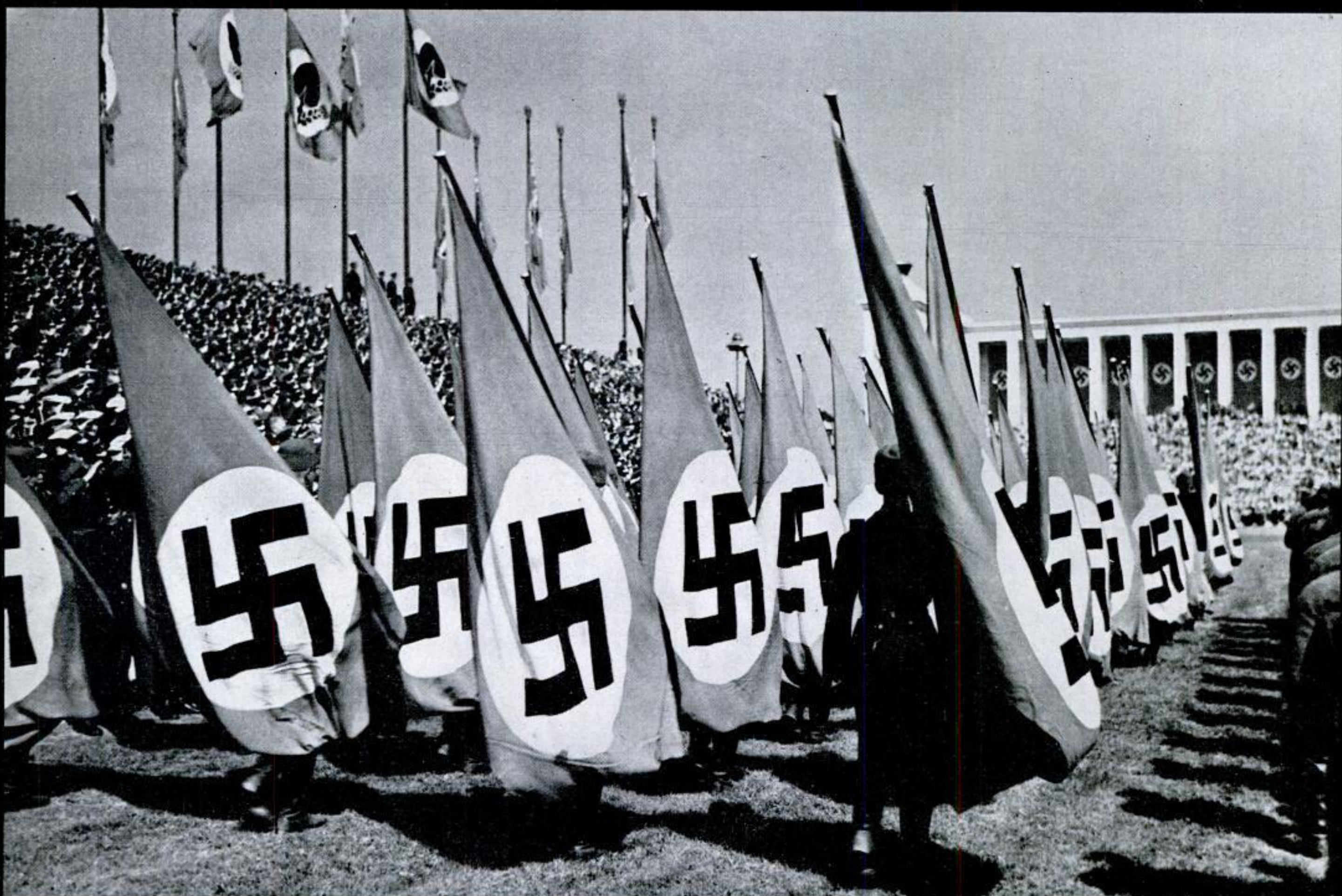
Beautiful pictures are made each year by the Nazi Party's annual September Congress at Nürnberg in Bavaria. With flawless showmanship great masses of marching men with guns, spades, and torches are complimented by Adolf Hitler on having been good children for the year past. The picture below was taken at the 1936 Congress, is precisely as good for this year's. The two new pictures (*on the opposite page*) show picked regiments of the Labor Service (*Arbeitsdienst*) marching past Der Führer, Sept. 8. Half a million strong, their job is to build roads, drain marshes, clear wasteland.

The Nürnberg party magnificently dramatizes the magnificent job the Nazis have done to the visible and material Germany. But behind this has long been the financial juggling of Reich Minister of Economics and Reichsbank President Dr. Hjalmar Schacht (*left*) to keep Germany technically solvent. Actually he has defied most of the rules of capitalistic economy. But more and more his brains have been displaced by the will of No. 2 Nazi Göring. On Sept. 9, Schacht hurriedly quit the Nürnberg party, presently left for a vacation in Italy. Nazi rumor said he had finally washed his hands of Germany's economics.



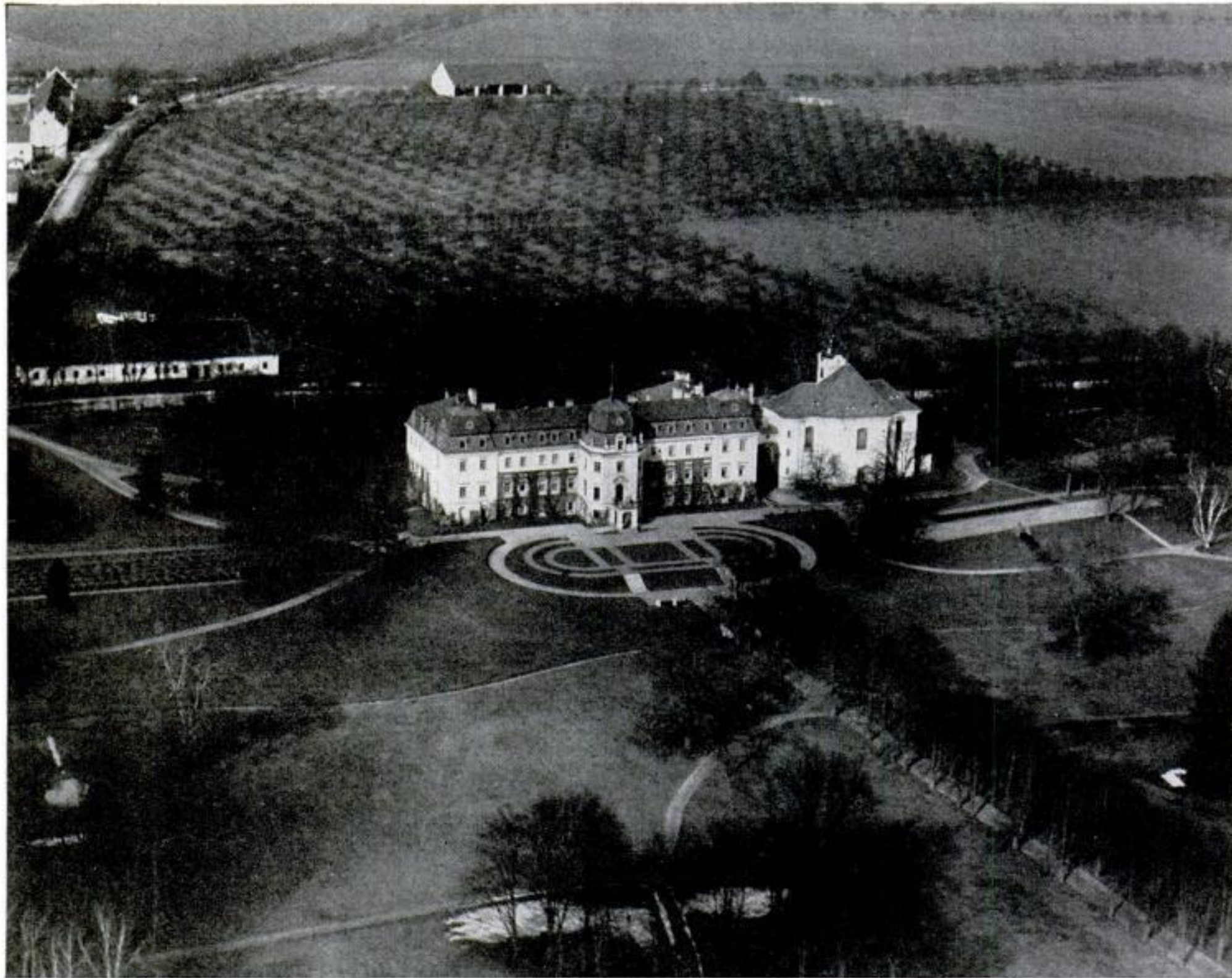


AT NURNBERG, NINE LABOR SERVICE REGIMENTS CARRY THEIR SPADES PAST HITLER STANDING IN HIS MERCEDES-BENZ



SWASTIKA BANNERS, THIRTY TO A REGIMENT, ENTIRELY MUFFLE THE STANDARD-BEARERS OF THE LABOR SERVICE REGIMENTS AT NURNBERG, SEPT. 8

THE CAMERA OVERSEAS: MASARYK'S DEATH BEQUEATHS TO CENTRAL EUROPE ITS ONLY REPUBLIC



The Castle (Lany Zamek), 30 miles from Prague, the capital, was where Masaryk lived and died. Below is Masaryk in his library. He had written *Suicide* and *Modern Civiliza-*

tion, The Calculation of Probability and Hume's Skepticism, A Historical Introduction to the Theory of Induction and The Philosophical and Sociological Foundation of Marxism.



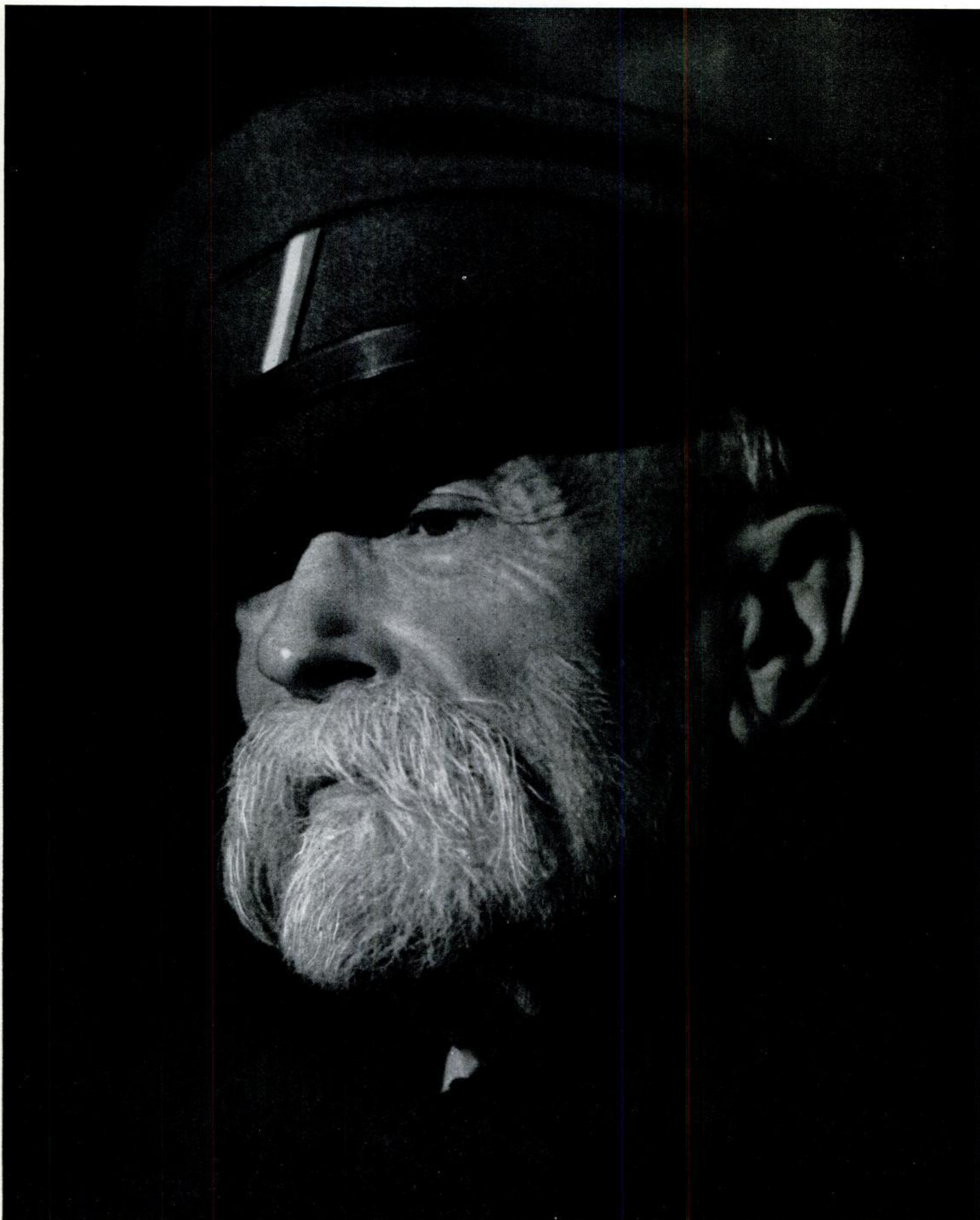
Lying uneasily athwart Central Europe is a democracy surrounded by dictatorships—Czechoslovakia. The man who made it singlehanded and should, by Central European practice, have become dictator was Thomas Garrigue Masaryk, its three-time President and all-time No. 1 man. On Sept. 14 he died of heart disease.

Masaryk was half-Czech, half-Moravian-German, son of a coachman on a Habsburg estate. Brains and luck got him an education, made him one of the greatest scholars in Europe. In Vienna he met and married a Brooklyn girl named Garrigue, daughter of a president of the Germania Insurance Co., and adopted her name. From pure scholarship he turned to a war of words and facts against that vast, half-democratic federation of the Austro-Hungarian Empire. When War broke, he fled and began history's most brilliant and successful propaganda campaign. His method was to rally Czech armies from the Allied prison camps and send them back against the Central Powers. But his great stroke of business was to get the ear of Woodrow Wilson, a fellow scholar, in 1918 and "inform" him about the Czech race of Bohemia. Thus, at the Peace Conference, President Wilson discarded the idea of a great Austro-Hungarian republic and carved out of the old Empire's heart the new nation of Czechoslovakia. Modern Czechoslovakia, though theoretically a democracy, has its own dissatisfied minorities of Germans, Hungarians, Moravians, Poles, Ruthenians and Rumanians.



On this bed, an iron folding cot, Masaryk died, Sept. 14. Even in his early scholar's life an ascetic, he campaigned with his Wartime Czech armies to give them a personal example of courage, sometimes needlessly exposing himself for the impression it made. Notice pencils and paper for

night notes on the table beside the bed. Two years ago, while still President, he had a severe stroke and resigned the office. In the radiophoto shown at left, Masaryk is dead but the cot is the same cot. Someone has laid some flowers on his chest and the window curtains are drawn.



THOMAS GARRIGUE MASARYK
1850-1937

Statesman and Soldier. Patriot and Professor. Deputy under the Austro-Hungarian Empire, Rebel against the Monarchy, Organizer of the Czech Brigades with which he fought in the World War. Irresistible Salesman of the Czechoslovak Idea to the Versailles Peace Conference.

Creator of Central Europe's Only Democracy. President of the Czechoslovak Republic (1918-35). Author of the two-volume *The Way of Democracy*, 1934. Constant Adviser to his country's Government up to his death. A simple honest man. Photograph by Ferdinand Vogel.

MOVIE OF THE WEEK:

Stage Door

Four Movie Queens and a Baby made it a newsy play

Stage Door has been in the headlines ever since it opened on the stage one year ago. It was news when Margaret Sullavan deserted Hollywood to play the lead. It was news in March when, after 22 sell-out weeks, the play abruptly closed because Miss Sullavan was to have a baby. It was news when RKO paid \$125,000 for screen rights and again when Katharine Hepburn and Ginger Rogers were put in the cast. Early this month there was time for one more news story—that Joan Bennett would act in the play on the road—before the bigger news broke: that *Stage Door* had been made into a wholly different but wholly enjoyable movie.



She helped inspire it. Janet Fox interested her aunt in young actresses.



She wrote it. Edna Ferber, Janet Fox's aunt, was co-author of the play.



He collaborated on it. George S. Kaufman, famous "play doctor" helped write it. Mr. Kaufman mostly sits back and thinks up bits of action or dialog.



The Rehearsal Club is a real-life counterpart of the "Footlights Club" in *Stage Door*. To this private theatrical hotel on Manhattan's West 53rd St., Edna Ferber went for atmosphere for her play.



She stopped it. Brooke Hayward, whose impending birth closed the play, was born on July 5. She is held by her father, Leland Hayward.



He bought it. Pandro S. Berman (centre), RKO's head producer, paid \$125,000 for screen rights, gave Katharine Hepburn (right) the lead.



She will play in it. When show goes on the road, Joan Bennett will have lead.



IN THE MOVIE, KATHARINE HEPBURN AND GINGER ROGERS SHARE THIS DISMAL ROOM. MISS ROGERS SLEEPS IN BLINDERS TO KEEP OUT LIGHTS

Behind brownstone fronts, in Manhattan's West Forties and Fifties, are theatrical boardinghouses—the best are “clubs”—which cater to the struggling young actresses of Broadway. Authors Ferber and Kaufman were familiar with the residents of these clubs through years of casting their own plays. Miss Ferber, too, had a niece of her own, Janet Fox, who was making her name on the stage. The “Footlights Club,” where most of *Stage Door* takes place, probably owes most to the Rehearsal Club (see opposite page).

On this page observe the difference between Miss Ferber's conception of a theatrical boardinghouse and Hollywood's. At right is the heroine's bedroom as it appeared on the stage. Above is the same room in the movie. On the defensible theory that what looks like tasteful simplicity to a Broadway audience may look like luxury to a movie audience, RKO has turned the bedroom into a conglomeration of brass beds, electric cords, Victorian decorations.

The altered bedroom is a minor detail in the startling transformation of *Stage Door*. In the play Terry Randall, the heroine, suffered all manner of setbacks but stuck to her guns and became a legitimate actress while her roommate, Jean, went to Hollywood and lost what talent she had. In the movie Jean, whose role has been expanded and tailored to fit Ginger Rogers, becomes a wisecracking dancer. Neither she nor Terry (Katharine Hepburn) hears any call to Hollywood.



The same bedroom in the play was neat, attractive, tasteful. Margaret Sullavan as Terry is vowing to Phyllis Brooks (Jean) that she will never desert “true dramatic art” for Hollywood's “ermine swimming pools.”

CONTINUED ON NEXT PAGE

Movie of the Week (continued)



GREGORY LA CAVA (LEFT) AND MORRIE RYSKIND (RIGHT) REWROTE EACH SCENE AS THEY CAME TO IT. ABOVE, GINGER ROGERS GETS HER ORDERS



MISS HEPBURN PUTS ON AN ACT FOR MISS ROGERS AND MR. MENJOU

In Stage Door Ginger Rogers becomes an actress and Katharine Hepburn proves she still is one

Stage Door was directed in a manner which Hollywood has seldom seen since the early, chaotic days of the cinema, when a director would start with the bare outline of a story, invent each scene as he went along. Director Gregory La Cava had a script, and a good one, but he did not stick to it. After each scene he would halt his cameras, sit down with crack Scenarist Morrie Ryskind and rewrite the next. The method, though it used up time worth several hundred dollars a minute, doubtless added to the spontaneity of the action and the crackle of the dialog. The final cost of the picture, considering the talent employed on it, was not excessive. La Cava himself got \$100,000, Miss Hepburn and Miss Rogers about \$75,000 each, the rest of the cast \$150,000, writers about \$50,000. Adding the original cost of the screen rights (\$125,000) and the production costs, the total was just under \$1,000,000.

To both of its female stars, *Stage Door* is likely to be a career milestone. Before this picture Katharine Hepburn, following a succession of costume pictures which stifled her talent, was in danger of losing her status as a star. Ginger Rogers, on the other hand, had become the No. 3 box-office attraction as one half of a dancing team but still faced the problem of what she could do without Fred Astaire in a straight dramatic role. *Stage Door* answers both these problems. It proves that Miss Rogers is a talented comedienne and that Miss Hepburn really is, as her early pictures indicated, potentially the screen's greatest actress.



In the Footlights Club Jean retrieves her stockings from a clubmate, wisecracks: "Wear your own or go barelegged. The places you go it doesn't make any difference anyway."



Jean gets tight in the penthouse of a big producer (Adolphe Menjou), comes home to tell Terry how her name will be in lights "that high." Terry: "You're pretty high yourself."



On her opening night Terry learns that one of the girls at the club, who secretly wanted Terry's part, has killed herself. Terry's coach tells her that the show must go on.



Jean and Terry get off to a bad start when Terry's luggage arrives. "We could leave the trunks here and sleep in the hall," suggests Jean. "There's no use crowding the trunks."



Terry puts Jean to bed. When Jean calls on her producer friend again, she finds Terry, who wants to teach her a lesson, stretched out on his floor (see bottom, opposite page).



Terry rises to a fine performance. And Katharine Hepburn, as Terry, becomes the great Broadway actress which, as Katharine Hepburn, she once failed but still hopes to be.

Private Lives

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CHEW WITH A PURPOSE



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2. ORALGENE contains milk of magnesia (dehydrated). It helps to mouth freshness.



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ibath is more than a cleanser. It is a specialist's own prescription, developed by McKesson & Robbins, who have supplied physicians and hospitals since 1833. You can safely use **ibath** as often as you like in Hay Fever.

Your druggist sells a tall bottle of **ibath** for 50 cents. An eye-cup comes with every bottle.

McKESSON & ROBBINS

ibath



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REGULARLY USES
AQUA VELVA
AFTER SHAVING

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Excellent after electric shaves.

**FREE
2 weeks'
supply**



The J. B. Williams Co., Dept. L15, Glastonbury, Conn., U.S.A. Please send me a trial bottle of Aqua Velva, the world's largest selling after-shaving preparation.

Name _____
Street & No. _____
City & State _____



Edward F. McGrady returned to private life when he resigned as Assistant Secretary of Labor and became director of labor relations for Radio Corporation of America. Famed as a conciliator, McGrady helped settle the Pacific Coast maritime strike, has traveled 200,000 miles in four years. Rumor is his new job ups his salary from \$9,000 to \$25,000.



James M. Landis returned to private life when he resigned as chairman of the Securities & Exchange Commission to become Dean of the Harvard Law School. Thirty-eight this week, Landis helped draft the Securities Act of 1933 and the Securities Exchange Act of 1934. Harvard Law 1924, he can sit on top of a quart milk bottle without falling off.



Arlene Eade, who works in the office of the controller at the Boston Customs House, is marrying Thomas J. Qualters who succeeded the late Gus Gennerich as President Roosevelt's personal bodyguard. Because the President was to start for the West on her marriage day, pretty Miss Eade wasn't sure whether she was going to have a honeymoon.



Barbara Stanwyck, the movie actress, has kept cables and press agents buzzing sending messages like "I love you dearly" to beautiful Robert Taylor in Europe. Although she and Taylor have spent over \$500 on costly billing and cooing, Miss Stanwyck says their relationship is "just a grand friendship." Her next picture: *Behold the Bridegroom*.



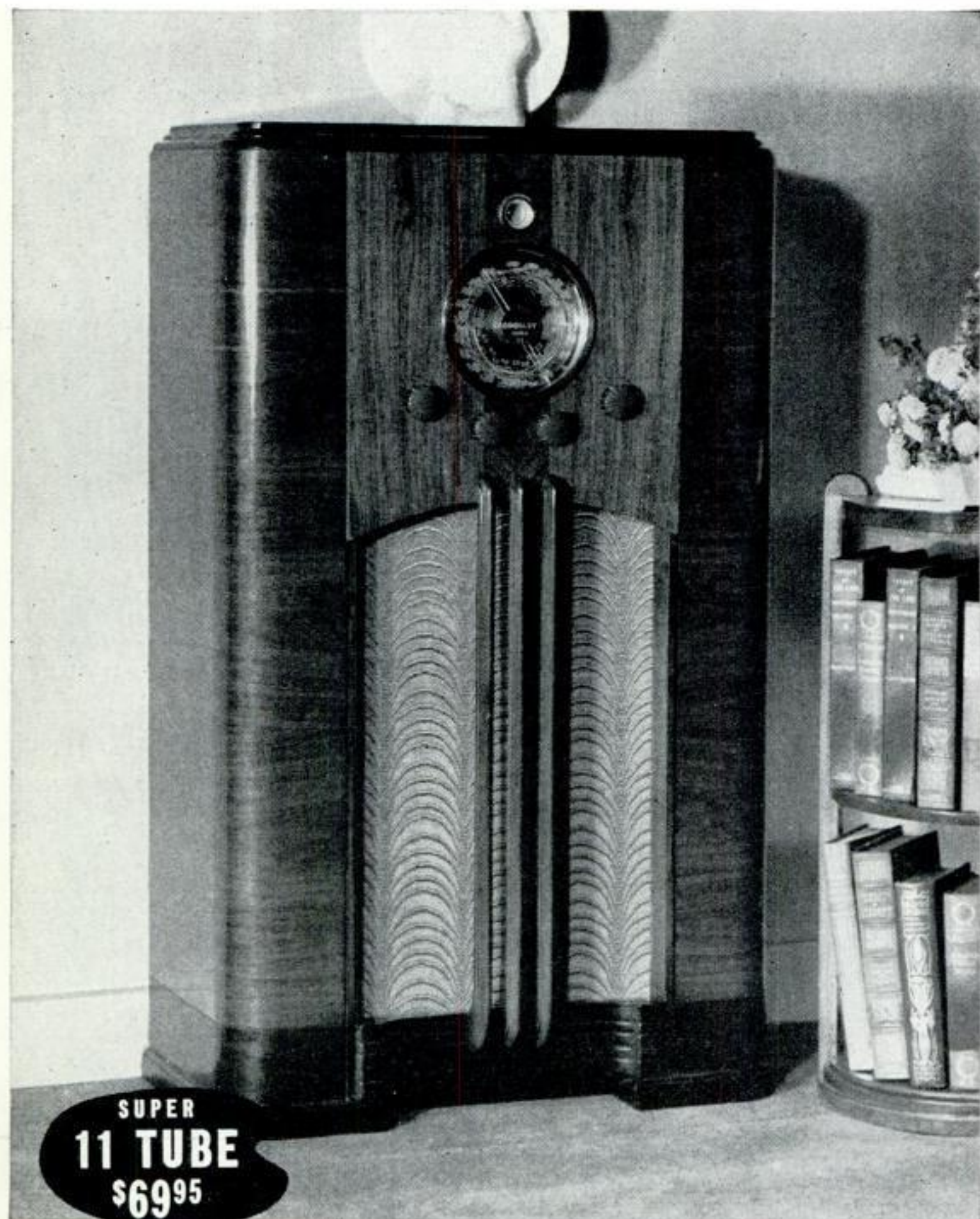
Vittorio Mussolini, 20-year-old son of Il Duce is coming to the U. S. as president of a new Italian Metro-Goldwyn-Mayer subsidiary to study Hollywood technique, hire technical crews. With Hal Roach, pioneer comedy-maker, as partner, and \$6,000,000 capital, he will film four operas in Rome. First will be a Laurel & Hardy parody on *Rigoletto*.



Mrs. Beula Croker, widow of Richard Croker who from 1886-1902 bossed Manhattan's Tammany Hall, was adjudged bankrupt with debts of nearly \$2,000,000. Part Cherokee Indian, she was reared as a Presbyterian, later turned Catholic, owns a Palm Beach estate called the Wigwam. Says she: "The old Indian religion is ingrained in my soul."

CONTINUED ON PAGE 108

CROSLEY ALL-STAR RADIOS FOR 1938



**SUPER
11 TUBE
\$69⁹⁵**

MODEL 1117—Thousands of radio-wise buyers have already made the Crosley Super 11 America's fastest-selling console radio. They have seen its beauty of design, marvelled at its superb tone and reception, its sensational features, and bought it in amazing quantities at a price unbelievably low for a console radio of such verified value. 11 tubes...3 bands, 525-22,000 Kc. continuous... American, foreign, amateur, aviation, police and ship broadcasts...11 octal base tubes...Push-pull pentode output...Broad automatic volume control...Continuously variable tone control...IRIS Tuning Indicator...Power supply noise filter...10" Electro-Dynamic speaker with plug-in cable...Extra large cadmium-plated chassis...3-dimensional, gold reflector type Mirro-Dial...8 watts output. Handsome cabinet of striped walnut, hand-rubbed to a brilliant finish. Dimensions: 40" high, 24 $\frac{1}{4}$ " wide, 13" deep.

THE CROSLEY RADIO CORPORATION - CINCINNATI Powel Crosley, Jr., President
PRICES IN WEST AND SOUTH SLIGHTLY HIGHER Home of "the Nation's Station"—WLW—500,000 watts—70 on your dial

More than ever "The World's Greatest Radio Value," with new styling and foreign wave band. 5 tubes; 2 bands, 535-1725 Kc. and 5800-15,400 Kc.; 5" full floating, moving coil electro-dynamic speaker; illuminated 3-dimensional Mirro-Dial; automatic volume control. Cabinet dimensions: 12 $\frac{1}{2}$ " high, 10 $\frac{3}{8}$ " wide, 6 $\frac{1}{2}$ " deep.

MODEL 567-M—A marvelous radio—an attractive piece of furniture...a handy utility table—all in one! 5 tubes, Mirro-Dial, American and foreign reception and automatic volume control. Rich black wrinkle finish cabinet with colorful Chinese Red bakelite top, black knobs and red feet. Available also in Model 567-N with brown wrinkle finish and Model 567-P with walnut grained finish.

MODEL 817—A sensational new table model that gives console radio performance. 8 Octal base tubes; 3 bands, 525-22,000 Kc. continuous; American and foreign reception; 8" electro-dynamic speaker; gold reflector-type Mirro-Dial; 5 watts output; distinctive walnut veneered cabinet with gold-finished escutcheons, maple inlays and gold grille bars. 10 $\frac{1}{4}$ " high, 16 $\frac{3}{8}$ " wide, 7 $\frac{3}{8}$ " deep.

A typically Crosley value that brings phenomenal radio reception within the means of every car owner. 5-tube Super-heterodyne automobile receiver; octal base tubes; full automatic volume control; output sufficient to be heard at any driving speed; large, high-visibility, illuminated Mirro-Dial; easy to tune—day or night; **ONE PIECE INSTALLATION**; low battery drain, plug-in connections for both battery and antenna.

MAKE THE 5-POINT COMPARISON TEST

Go today to your nearest Crosley dealer. For you he is the most important radio merchant in your community. He is now proudly showing the full galaxy of Crosley All-Star Radios for 1938. Each model, regardless of its modest price, is a star in its own price class. Each model reveals the art and science that are the natural results of the fifteen years of Crosley research...pioneering...performance...production! From your dealer's full firmament of Crosley All-Stars, first select, on the sole basis of beauty, the models that most ideally meet your desires or demands. THEN—make the 5-point Comparison Test:

- ★Compare the CROSLEY tone. (Trust your own ears!)
- ★Compare the CROSLEY cabinet. (Trust your own eyes!)
- ★Compare the CROSLEY chassis and the number of tubes. (Trust your own figuring!)
- ★Compare the sensational new CROSLEY Mirro-Dial. (Trust your own sense of proportion!)
- ★Compare the CROSLEY price. (Trust your own sense of Verified Value!)

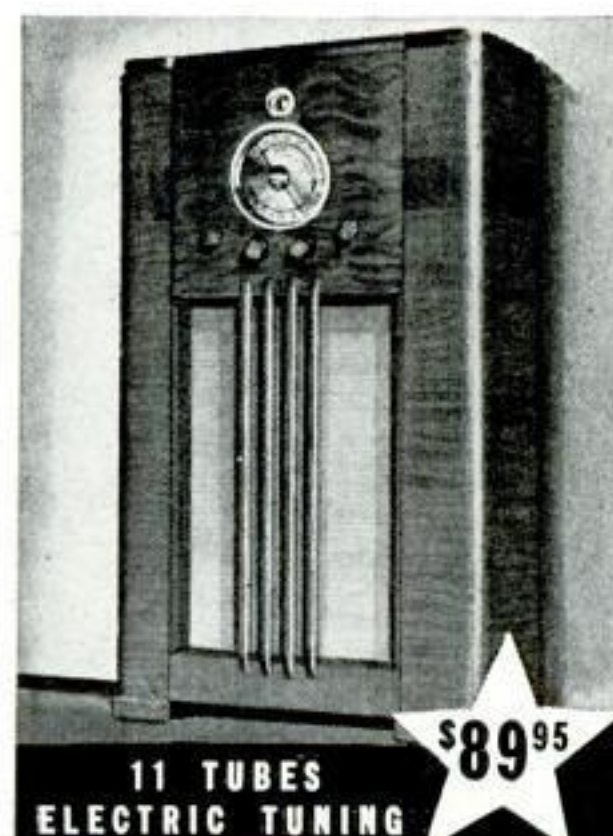
DEFINITELY, IN RADIO... THE SWING IS TO CROSLEY

Facts Such as These Prove It—

The total number of just one Crosley Console model—the Crosley Super 11—which has been manufactured since May 1st to date, represents three times the volume of all Crosley console models during the same period last year.

The total volume of Crosley radio business on all models since May 1st to date is four times the volume for the same period last year.

AND REMEMBER—when you buy your first, or your fourth or fifteenth CROSLEY, that the CROSLEY All-Star Radios of 1938—each model in its price class—give you *Verified Value!* Value checked against every true standard. Verified by the most exacting engineers. Verified in performance under the most difficult "hearing conditions." Each CROSLEY All-Star wins its place as the finest of all the models that were planned and produced and then still further perfected—to-the-minute...to create the best value possible in its price class.



**11 TUBES
ELECTRIC TUNING
\$89⁹⁵**

MODEL 1127—An astounding radio value that introduces the startling Crosley Dynatrol Electric Tuning. 11 tubes; 3 bands, 525-22,000 Kc. continuous; 10" electro-dynamic speaker; 3-dimensional Mirro-Dial; IRIS Tuning Indicator; 10 watts output. Beautiful hand-rubbed walnut cabinet with sloping front panel. Dimensions: 40" high, 24 $\frac{1}{4}$ " wide, 12 $\frac{3}{4}$ " deep.



**6 TUBE CHAIRSIDE
ELECTRIC TUNING
\$64⁹⁵**

MODEL 617—The ultimate in radio tuning convenience—Dynatrol Electric Tuning in handy chairside type cabinet. 6 tubes; 2 bands, 535-1725 Kc. and 5800-18,300 Kc.; receives American and foreign broadcasts; 8" electro-dynamic speaker; 3-dimensional Crosley Mirro-Dial; 20" high, 19 $\frac{3}{4}$ " wide, 10 $\frac{3}{8}$ " deep.



**SUPER 6 TUBE
COMPACT
\$34⁹⁵**

MODEL 637-A—A strikingly beautiful and unusually powerful 6-tube receiver. 2 bands, 535-1725 Kc. and 5800-18,300 Kc.; octal base tubes; 6" electro-dynamic speaker; large Mirro-Dial; American and foreign reception; 4 watts output. Dimensions: 8 $\frac{3}{8}$ " high, 14 $\frac{3}{8}$ " wide, 6 $\frac{3}{8}$ " deep. **AC-DC—MODEL C647-A**—Operates on both AC and DC current. 6 octal base tubes with ballast tubes; 6" electro-dynamic speaker; large Mirro-Dial; housed in same cabinet as Model 637-A.



**FIVER
\$24⁹⁵**



**FIVER CHAIRSIDE
\$27⁹⁵**



**SUPER 8 TUBE
COMPACT
\$44⁹⁵**



**FIVER ROAMIO
AUTOMOBILE RADIO
\$19⁹⁹**



**MAKERS OF THE FAMOUS SHELVAIOR
ELECTRIC REFRIGERATORS * SAVAMAID
WASHERS AND IRONERS * X-ER-VAC—
ALTERNATE VACUUM AND PRESSURE
TREATMENTS FOR THE SCALP * * *
COOLREST — AIR CONDITIONED
BED CANOPY * KOLDRINK — ELECTRIC
BOTTLE DISPENSER**

AMERICA'S MILLIONS GO FOR LOOK!



BARCLAY AND BEAUTY

New "Streamlined" Magazine Sets Standards of Reader Interest Never Before Achieved

★ What better evidence could there be that picture magazines are in tune with the tempo of this "streamlined" age than the 1,700,000 circulation of Look.

This irresistible picture magazine is changing the reading habits of a nation... and not yet past its first birthday. It enjoys a reader interest, *cover-to-cover*, never reached by standard type magazines because it tells its stories in gripping *eye-witness* pictures from every nook and corner of the globe.

Beginning with the November 9 issue, on the newsstands October 26, Look will carry advertising side by side with its thrilling editorial content. And gratifying indeed has been the enthusiastic welcome to Look from America's leading advertisers.

Many tell us that Look is the most interesting advertising development since radio. A new type of magazine with the entertainment, the absorbing interest, the showmanship, of radio... yet, with the added advantage of visibility. Look's impressions are visual impressions... therefore, more lasting... therefore, more *influential*!

Look

THE IRRESISTIBLE PICTURE MAGAZINE

Look, Incorporated, Des Moines, Iowa
ADVERTISING OFFICES
NEW YORK • CHICAGO • DETROIT • ATLANTA

TODAY'S CHILDREN



UNEASY HEAD?



NO. 1 COACH



ASBESTOS AESOPHAGUS



Private Lives (continued)



Fred Parsons, paroled convict, was charged in Philadelphia with having shot and killed Policeman Maurice Handloff during a holdup. A fellow-patrolman beat Parsons into submission. His long record of arrests may now well be at an end since not one of the criminals who during the past 12 years killed 27 Philadelphia policemen is alive today.



Curtin Winsor of Philadelphia will marry Mrs. Elizabeth Donner Roosevelt who divorced Elliott Roosevelt in 1933. Six years his 25-year-old fiancée's senior, he gave up practicing law two years ago to study music. Because his fiancée was awarded complete custody of her 5-year-old boy, William, he will help bring up a Franklin Roosevelt grandson.



Mrs. Cornelius Vanderbilt Whitney enjoyed a between-chukkers chat with Clarence Mackay (Postal Telegraph) and Raymond Guest at the opening of the National Open Championship polo matches at Meadowbrook, L. I. Because her husband "Sonny" Whitney was on the winning Old Westbury team and because Raymond Guest is a No. 1 polo player himself they may well be discussing a fine point of the game while Mr. Mackay, national racquets champion in 1902 but no polo player, listens attentively. Mr. Guest created a mild stir in undergraduate circles at Yale when he rode out for polo practice wearing a major "Y" which he had awarded to himself, told the coach: "I'm ready to play on the team whenever you like, sir."

Believe It or Not! by Ripley

TRADE MARK



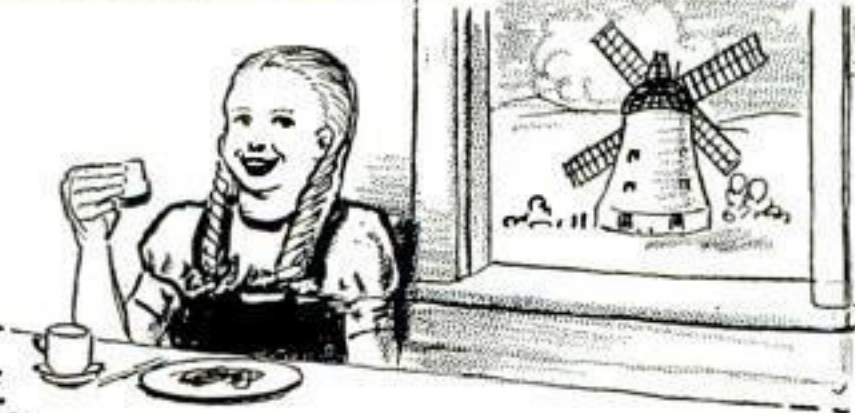
A
COFFEE
BEAN

THE BELLES OF SOMALILAND
DO UP THEIR HAIR IN
COFFEE BEANS

DENMARK

THE
GREATEST
DAIRY
COUNTRY

FOR ITS SIZE
IN THE WORLD-
CONSUMES
26 TIMES AS MUCH
MARGARINE PER CAPITA
AS THE UNITED STATES.

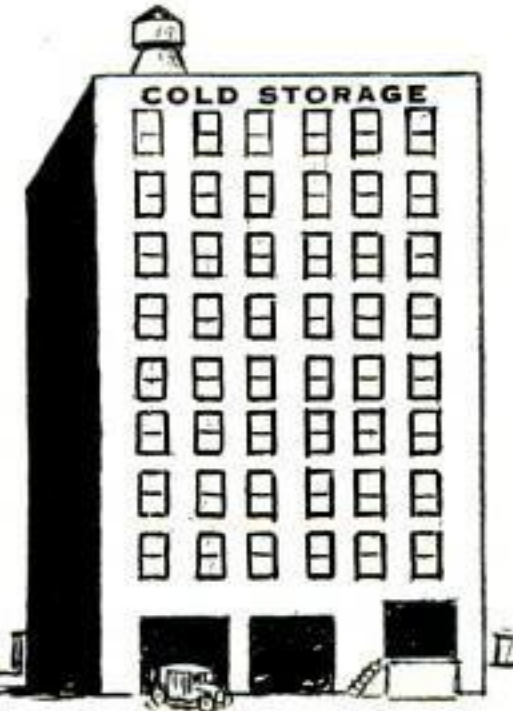


**100,000,000
POUNDS**

OF EXPENSIVE
SPREADS FOR BREAD
MADE OF DAIRY PRODUCTS
GO INTO **COLD STORAGE**
EVERY SUMMER

Products containing MILK
(except Cheese) do **NOT** improve
with Age.

GOOD LUCK is Fresh and every package is
plainly DATED.



AND
Believe It or Not!
**GOOD LUCK
MARGARINE**

IS THE **ONLY** SPREAD
FOR BREAD IN AMERICA
THAT IS **DATED** FOR **FRESHNESS!**

BUY **GOOD LUCK**-A Spread-
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ALL THESE ASSURANCES OF
PURITY, SAFETY... DATED
FOR **FRESHNESS**
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HOUSEKEEPING BUREAU...
Accepted BY THE COUNCIL
ON FOODS OF THE AMERICAN
MEDICAL ASSOCIATION...
Made from pure VEGETABLE
PRODUCTS churned in FRESH,
SKIMMED MILK...Manufactured
in a plant which is under
the SUPERVISION OF
THE **U.S. GOVERNMENT.**



The **A.E.F.**

WON ITS VICTORIES ON MARGARINE!

DURING THE WAR THE GOVERNMENT
SHIPPED MORE THAN **TWICE** AS MANY
POUNDS OF **MARGARINE** AS IT DID EXPENSIVE
SPREADS FOR BREAD TO OUR BOYS "OVER THERE"



DATED FOR FRESHNESS



Ripley



FLASH FROM HOLLYWOOD!
GOLDEN-VOICED
Marion Talley
RETURNS TO THE AIR FOR RY-KRISP

Tune in
SUNDAY, SEPTEMBER 26
5:00 p. m. E. S. T.
N. B. C. RED NETWORK

Ry-Krisp
WHOLE RYE WAFERS

Again this season, lovely Marion Talley returns to the air in a scintillating musical show. Hear this famous radio star sing the songs all America loves. Thrill to the exquisite voices of the Paul Taylor Chorus, the stirring music of Josef Koestner's Orchestra. Hear the amazing story of how Marion Talley lost pounds, won new, youthful charm...learn from her how to get a new lease on youth and happiness by reducing the Ry-Krisp way.

LIFE'S PICTURES



The curly-haired young man (above) is an art student at Ohio State University named Darrel McDougale who, three years ago, got excited about photography while watching a friend develop film. He immediately purchased his first camera—a 39¢ Univex, and embarked on a photographic career which is today paying his expenses at the University. To this issue of LIFE he contributes the record of the Chiropodists Convention at Columbus (see pp 79-82) and the pictures of Footballer Charlie Ream preparing for a game (see pp 88-92).

The following list, page by page, shows the source from which each picture in this issue was gathered. Where a single page is indebted to several sources credit is recorded picture by picture (left to right, top to bottom), and line by line (lines separated by dashes), unless otherwise specified.

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- 36, 37—CARL M. MYDANS
- 38—BRADFORD WASHBURN.—MAP by CHARLES TUDOR & TOBIAS MOSS.
- 39 through 45—BRADFORD WASHBURN
- 46—T. lt. NICKOLAS MURAY
- 47, 48, 49, 50—MIGUEL COVARRUBIAS. ON P. 48: t. from the collection of FRANK CROWNINSHIELD—bot. (2) courtesy VANITY FAIR. MAP P. 50 PAINTED FOR LIFE.
- 52—LAZLO WILLINGER—METRO-GOLDWYN-MAYER
- 53, 54—LAZLO WILLINGER
- 57—HOWARD M. WOOD—GORO from B.S.
- 58, 60, 62—GORO from B. S. exc. bot. p. 60 CHAMBERS-KOPAC-GRAND
- 64—REX HARDY JR.
- 69—T. ACME, bot. (2) PAUL DORSEY
- 70—CARL M. MYDANS
- 71—CARL M. MYDANS exc. bot. T. S. FRANKLIN JR.
- 72—ACME—W. W.
- 76—BERNARD HOFFMAN
- 79, 80, 82—DARREL MCDUGALE
- 87—LUCKHAUS STUDIO
- 88, 90, 92—DARREL MCDUGALE
- 94—DR. ERICH SALOMON—P. I.
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- 96—INT.
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- 102—T. lt. REX HARDY JR., t. rt. EDNA FERBER—INT.—JOHN SWOPE, ALEX KAHLE from RKO RADIO PICTURES INC., W. W.
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- 106—W. W., A. P.—INT., ACME—KEY, W. W.
- 108—INT., ACME—INT.
- 110—RALPH ERNST
- 112—A. P.
- 114—GORO from B.S.
- 115—GORO-GREGOR from B. S. exc. t. lt. GORO from B. S.
- 116—GORO-GREGOR from B. S. exc. bot. rt. GORO from B. S.
- 118—GORO-GREGOR from B. S.
- 121—INT.
- 126—Bot. INT.

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ENDS PAIN INSTANTLY

In one minute pain is gone—forgotten! That's how quickly Dr. Scholl's Zino-pads give relief. They soothe, heal, protect; lift nagging shoe pressure off the irritated nerves; prevent sore toes, blisters; make new or tight shoes fit with ease.

Remove Corns, Callouses

Separate Medicated Disks are included in every box of Dr. Scholl's Zino-pads for safely removing corns or callouses. Sizes for Corns, Callouses, Bunions, Soft Corns between toes. Cost but a trifle. Sold everywhere.

FREE FOOT BOOK and sample of Dr. Scholl's Zino-pads (CORN SIZE)—Address Dr. Scholl's, Inc., Dept. 42, W. Schiller Street, Chicago, Ill.



Dr. Scholl's Zino-pads
Put one on—the pain is gone!



Each shirt tailored to your EXACT measurements. Complete satisfaction or no cost whatever. Wide choice of finest new fabrics, exclusive patterns. Every shirt guaranteed. Let us make up one shirt and send it for your approval. No obligation. Send name and address. No agents will call. Fall samples now ready.

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CUSTOM SHIRT MAKER SINCE 1898

SEND FOR 100 FREE SHIRT SAMPLES



RELIEVE ITCHING SKIN Quickly
Use cooling, antiseptic D. D. D. and quickly stop itching of eczema, blotches, athlete's foot, rashes and other externally caused skin troubles. Clear and greaseless. 35c, 60c, \$1.00. At all druggists.

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Any 6 or 8 Exposure Roll. Velox Deckle-edge Prints. DeLuxe Enlargement Coupon FREE! Special Prices on Candid Film. The PHOTO FINISHING SHOP
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"Where Your Film Are Made"



HOW TO LOSE SELF-CONSCIOUSNESS

Self-conscious people are almost always superior people, but their sensitiveness takes the wrong direction — destroying charm, making social or business success difficult, repelling love. Write for free outline of seven causes that are responsible for this handicap, and description of a plan that works in overcoming it.

Sara E. Lloyd, P.O. Box 405, Decatur, Illinois

YOU TOO, CAN HAVE *Tempting Tables*

Tablecloth illustrated, 64"x90"—Carnation Pattern, will cost you about \$2.70. Six 20" napkins to match, about \$1.95. Other qualities and sizes at varying prices.

TABLECRAFT REG. U.S. PAT. OFF. *Rosemary* BY
CLOTHS • NAPKINS • DAMASKS

Send for this **DOUBLE GIFT**

A lovely Tablecraft TRAY COVER (11½ x 18") for breakfast or cocktail tray. A profusely illustrated twenty-four page booklet, **TEMPTING TABLES** showing 16 correct table settings arranged by leading decorators for occasions formal and informal. Send for BOTH, enclosing only 10¢ to cover part of the cost of mailing and handling, and giving name of store where you usually buy your linens.

Address ROSEMARY INCORPORATED,
Dep't L, 40 Worth Street, New York City

GAY PARTIES—formal dinners—suppers—luncheons—how often your table is the center of attraction! Of course you want it to be invitingly lovely . . . But it's not only what you serve but *how* you serve that makes your entertaining a success. And for your day-by-day family meals, too, a beautifully set table makes good food taste better.

You're "set" for any occasion when your table is dressed with a sparkling TABLECRAFT cloth (and napkins to match)—the perfect complement to your finest china, glass and silverware.

Leading decorators are using TABLECRAFT for smart table settings because of its rich

texture—its beautiful sheen. And because they know that even after innumerable washings TABLECRAFT remains snowy-white, lintless and good as new . . . At your favorite linen store or department ask for TABLECRAFT—made *right* in America.



TEMPTING APPETITES. That's the success secret of smart restaurants, hotels and club dining rooms. It's one reason why 85% of the country's finest eating places dress their tables with crisp, sparkling TABLECRAFT by Rosemary, remarkably long-wearing, economical and so richly beautiful.



"I wish I could afford really nice Tablecloths"

"But you can, Mary, if you insist upon TABLECRAFT. It's quite inexpensive and so practical."

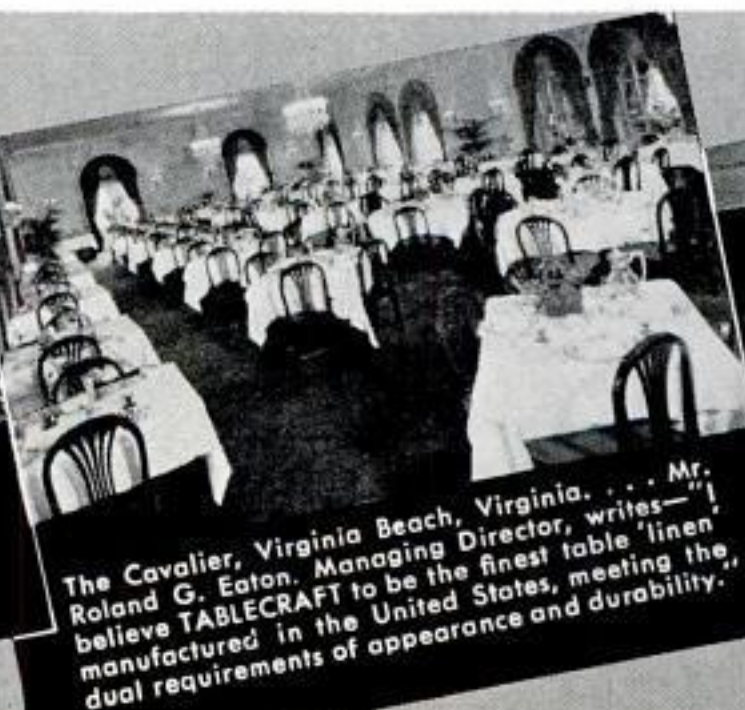
TABLECRAFT by ROSEMARY is a smart new idea in tablecloths, napkins and damasks. It's woven scientifically for long wear and is *permanently finished* without starch. Stains are easily removed.

TABLECRAFT is guaranteed by GOOD HOUSEKEEPING as advertised therein. Laundry Tested and Approved by the American Institute of Laundering. Its loveliness is apparent but you would never guess its low price.

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DEP'T L, 40 WORTH STREET • NEW YORK CITY



Hollywood Beach Hotel & Golf Club, Inc., Hollywood By the Sea, Florida . . . Mr. Oscar T. Johnson, General Manager, writes "In our effort to give 'the very best' to our guests, we include, of course, TABLECRAFT table linens."



The Cavalier, Virginia Beach, Virginia . . . Mr. Roland G. Eaton, Managing Director, writes—"I believe TABLECRAFT to be the finest table linen manufactured in the United States, meeting the dual requirements of appearance and durability."



Germantown Cricket Club, Philadelphia, Pa. . . Mr. Gus Apostle, Steward, says, "For discriminating people we need the best, that's why we adopted TABLECRAFT."

TABLECRAFT cloths are packed individually or with matching napkins. You can also buy TABLECRAFT damask by the yard for cutting and hemming at home . . . For a gift, what could be more charming and useful than several sets of TABLECRAFT!



VIENNESE MIDGETS WIN AT SOCCER

The female below is 16 years old and 2½ ft. tall. She is a midget named Mathilde Gross who on Sept. 1 played goal on a soccer team of Viennese midgets who defeated a team of Viennese waiters, 6 to 5. The waiters did not really try. The game was played at the Olympia Stadium in Vienna's great Prater, first amusement park in Europe, founded in 1766 in the Habsburgs' hunting preserve. The midget-waiter match was a stunt in a city that prides itself on its sense of humor and in a country richly supplied with midgets. Mathilde was the only girl and the next-to-the-smallest midget on the team.



Sunbeam Automatic MIXMASTER THE BEST FOOD MIXER MADE



POWERFUL!
STURDY!
EFFICIENT!

Compare Mixmaster with all other food mixers and you will know why women prefer it. Be sure the food mixer you buy *is* Mixmaster—there's only ONE Mixmaster. Does more things better.

Sunbeam DOUBLE AUTOMATIC IRONMASTER



FASTEST
HEATING
IRON MADE

Heats faster... STAYS HOTTER... does *more* ironing in *Less* time with *Less* effort. Start ironing in 30 seconds after you connect it. Weighs only 3¾ lbs., ends tired arms and wrists and you finish quicker.

Sunbeam SILENT Automatic Toaster



... and here is the 2-slice FULLY automatic toaster that is SILENT... toasts every slice uniformly from first to last and keeps it hot until ready to butter and serve.

At all good dealers in
electric appliances

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Swim
Golf
Ride
Dance

in our warm Southern surf, at The Cavalier Beach Club.

on the 18-hole courses of the Cavalier Country Club.

with the Cavalier Hunt Club, or as you please. 40 thoroughbreds.

at the Cavalier Hotel and Beach Club. Select clientele.

HAR TRU tennis courts, archery, lawn games. Write for Folder L.

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Roland Eaton MANAGING DIRECTOR
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OPEN ALL YEAR

CLEAR YOUR EYES!

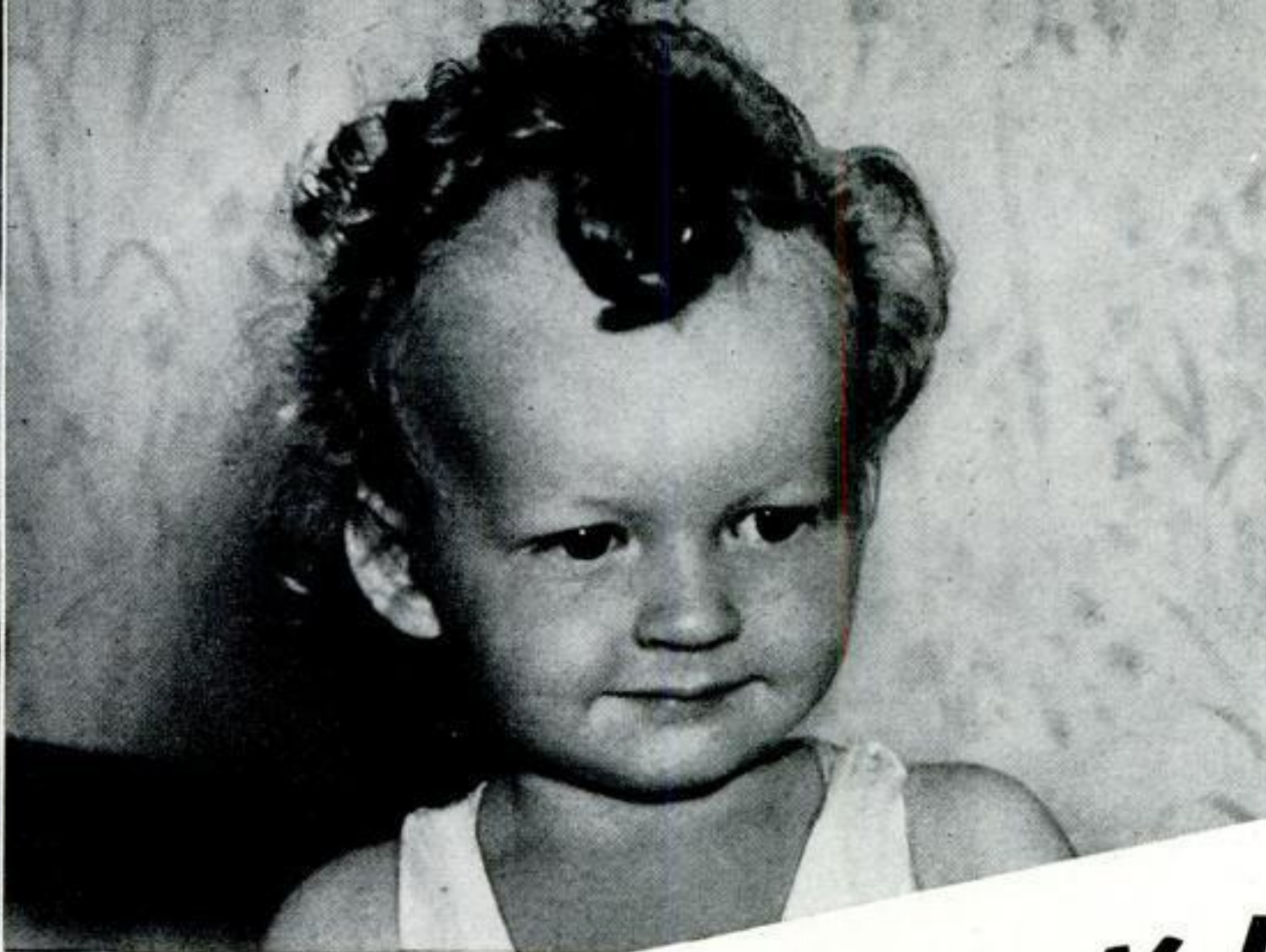
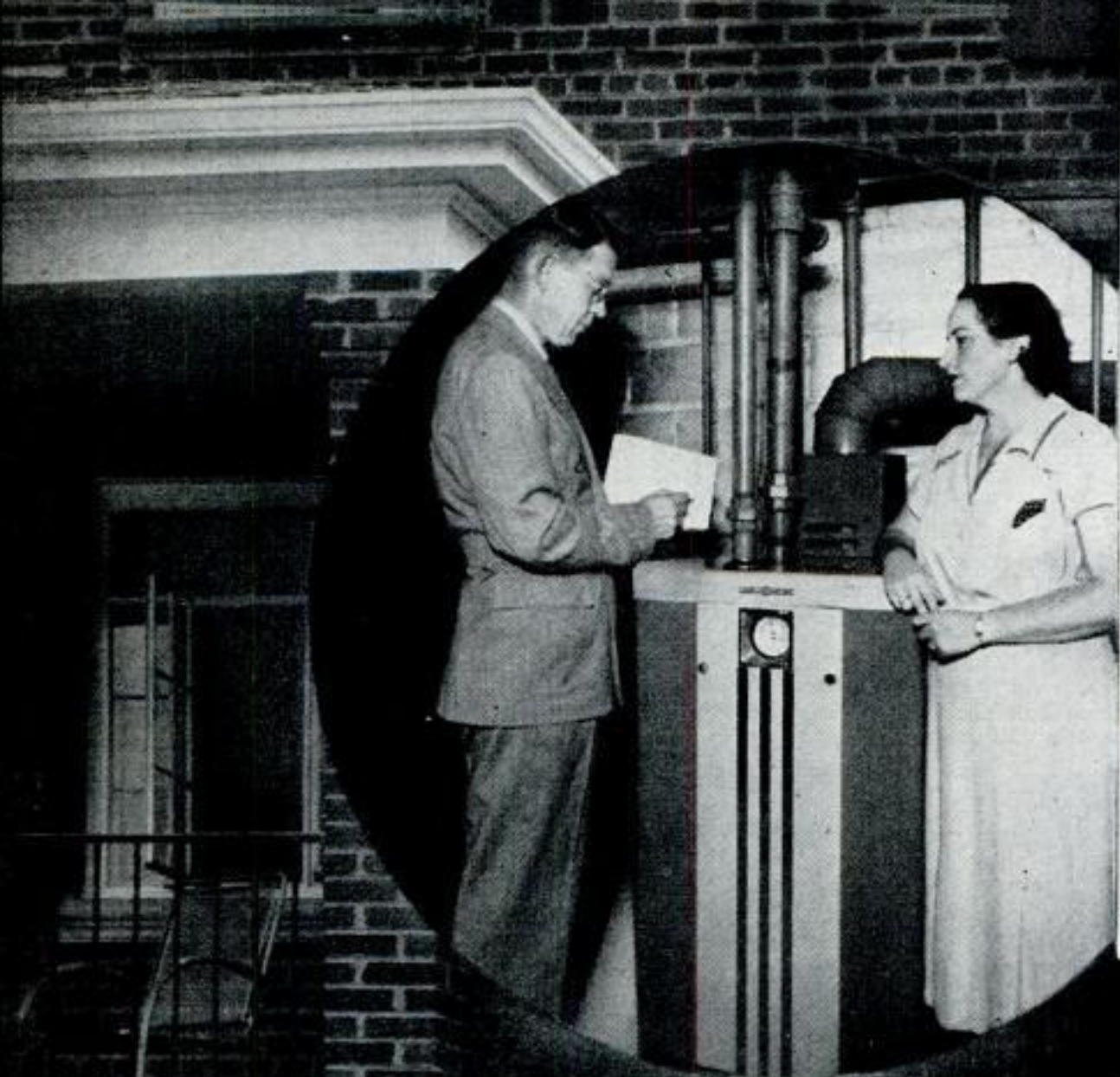
When Red and Veined From
Late Hours... Swimming
... Wind... Exposure!



NEW DISCOVERY WORKS IN SECONDS!

● Two noted eye specialists discovered this amazing formula... Eye-Gene! A couple of drops in each eye will make them so clear, so bright... so refreshed and soothed... when they're red and dull from fatigue, exposure or over-indulgence! Clears up that ugly, veined look... in seconds! Because Eye-Gene contains a special ingredient found in no other eye lotion on the market! Tested and approved... and used by thousands! Stainless, too! At all drug and department stores. Ask for Eye-Gene!

EYE-GENE



FINE WHEN THERE ARE BABIES IN THE HOME! "We built our home two years ago, installing the General Electric Oil Furnace for the best possible service. During this time it has never failed our expectations. Many of my friends who are planning to build have inspected our furnace, and we cannot tell them enough in its favor. "It is especially fine when there are babies in the home, in the creeping stage, as there are no drafty floors and there is an even heat throughout. Our son, Jackie, 1½ years old, was allowed to creep around the house without any fear of catching cold." Mrs. J. A. Leary, West Hartford, Conn.

"WE WON'T WORRY WHEN WINTER COMES"

READ WHAT THESE HOME OWNERS SAY ABOUT GENERAL ELECTRIC AUTOMATIC HEATING AND AIR CONDITIONING



"I consider my G-E Gas Furnace one of the best investments I have ever made in connection with my home. Why it only cost me \$67.00 for the whole heating season of 1935-36, and this past winter was even less! My home has six rooms and a heated recreation room in the basement. We keep the house between 72° and 73° F. from 6 A. M. to 11 P. M. "My business as a salesman means that I'm away a good part of the time. I feel perfectly easy about the safety of my family with the G-E Gas Furnace on duty." John F. Raff, Washington



SAFEGUARDS THE WHOLE FAMILY! "A couple of years ago we were impressed by the economy and efficiency of the G-E Gas-Fired Warm-Air Conditioner, so when we built this house we had the G-E built right in. It sure saves a lot of time and trouble—no more furnace tending! The temperature is always right, and the pure, conditioned air is a safeguard to the health of my whole family. Works perfectly—100% of the time! And—it's the cleanest thing in the world! There's no trouble keeping my cellar spotless now and there's less dust and dirt throughout the whole house." Mrs. H. Schwartz, Detroit

NEW!



EVERYBODY'S TALKING ABOUT THIS MODERN OIL FURNACE!

"Marvelously compact!" "Strikingly beautiful!" "A perfectly balanced job of engineering and designing!" These are but a few of the compliments made by engineers, designers and home owners when viewing the new moderate-priced, moderate-sized General Electric Oil Furnace.

See this modern new unit at the first opportunity. Only then can you appreciate the beauty it offers and—the comfort it brings.

Attention! Home Owners! General Electric Automatic Heating and Air Conditioning units may now be purchased on Easy Terms—as long as 3 years to pay!

FREE LITERATURE—FREE ADVICE!

There is a General Electric distributor in your community who is a heating and air conditioning specialist. Consult with him. He will gladly make a survey of your home, without cost or obligation, and will advise the type of unit best suited to your needs. Phone the G-E distributor today or mail the coupon for free literature.

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Automatic Heating and Air Conditioning

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Please send me, without cost or obligation, literature regarding General Electric
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☐ Gas } Furnace ☐ Gas } Winter Air Conditioning

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Address.....

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Life Goes to a Party

With Picnicking Scientists on Penikese Island



From Woods Hole the 50-foot motorboat *Winifred* carries the scientists 15 miles to their picnic on Penikese Island.



In varying costumes the partygoers clutter the deck of the *Winifred*. The girl wearing dark glasses and bathing

suit at the left is Margaret Huntington of St. Louis, one of the Marine Biological Laboratory's crack students.

BIOLOGY INSTRUCTOR E. P. HIATT OF OHIO (RIGHT) HELPS A FELLOW PICNICKER LAND PROVISIONS ON THE ROCKY SHORE OF PENIKESE ISLAND



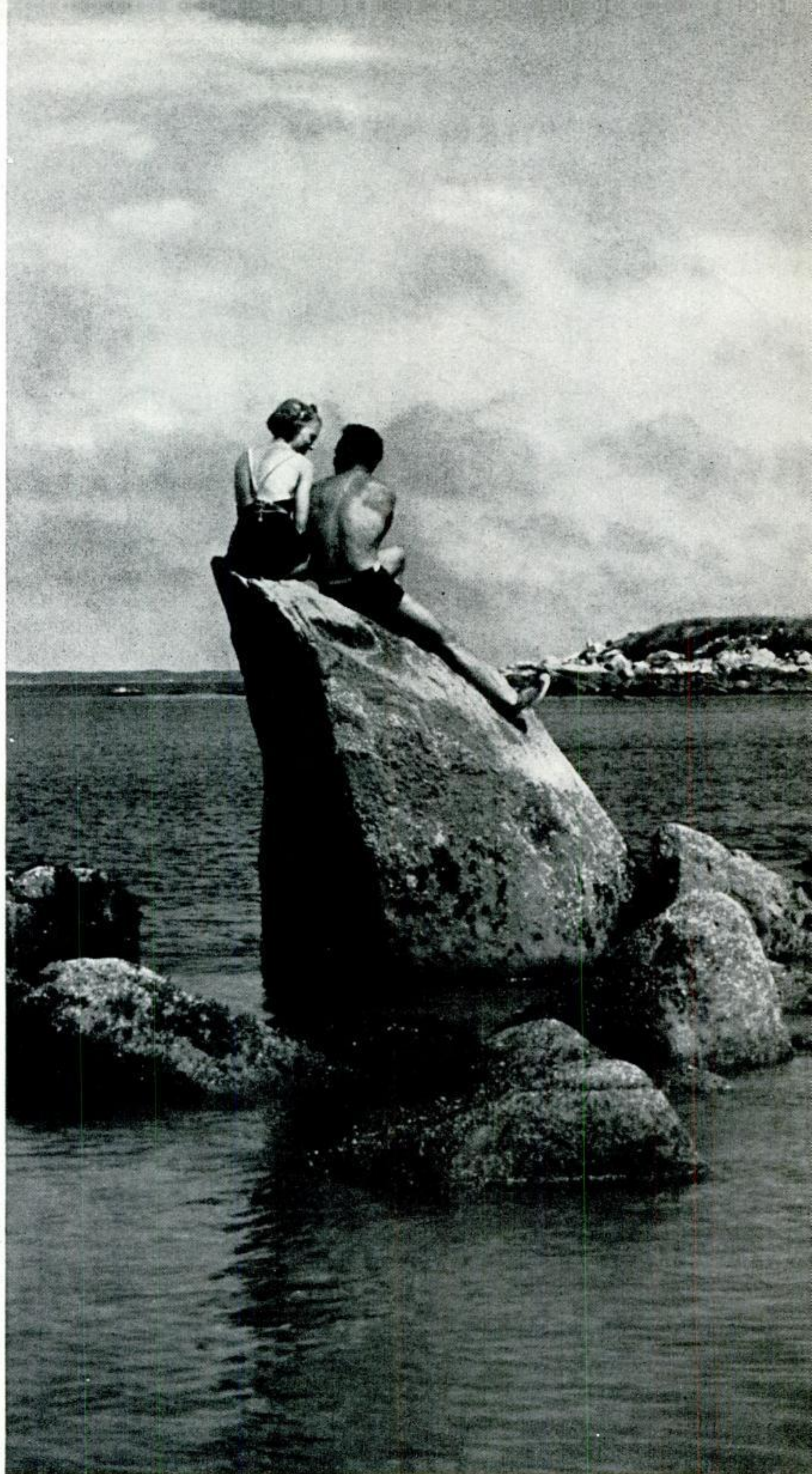
To celebrate the 50th year of the Marine Biological Laboratory at Woods Hole, Mass. (see pp. 57-62), some 60 of the Laboratory's 300-odd faculty and students piled into a 50-foot motorboat the other Sunday and spent the day picnicking on Penikese Island. They chose Penikese because it was there that the late great Alexander Agassiz founded the forerunner of the Marine Biological Laboratory.

The picnic was sponsored by a local scientific magazine, *The Collecting Net*, which is devoted chiefly to news of the Woods Hole laboratories. Picnickers brought their own food, contributed \$1 apiece towards the rent of the launch and towards drinks, which included milk and ginger ale and lemonade and coffee. The profit of \$18.50 which remained went to the Laboratory's scholarship fund.

Picnickers included professors, investigators and students who were spending the summer doing marine research toward writing scientific books or earning Ph.D.'s. Because the Penikese dock was far from the picnic grounds, provisions were landed by rowboat on the rocky shore. The scientists ate sandwiches and hot dogs and fruit, examined marine flora and fauna, went back refreshed for another week's work.



A swig of milk is heartily enjoyed by Co Tui, a Chinese investigator at Woods Hole who is an associate professor of experimental surgery at N. Y. U.



Romance, rather than the cortical cytolysis of the echinoderm egg, may be in the minds of these two Marine Biological Laboratory picnickers who climbed out on this Penikese Island rock.

A PIECE OF SEAWEED ABSORBS THIS PICNICKING PAIR

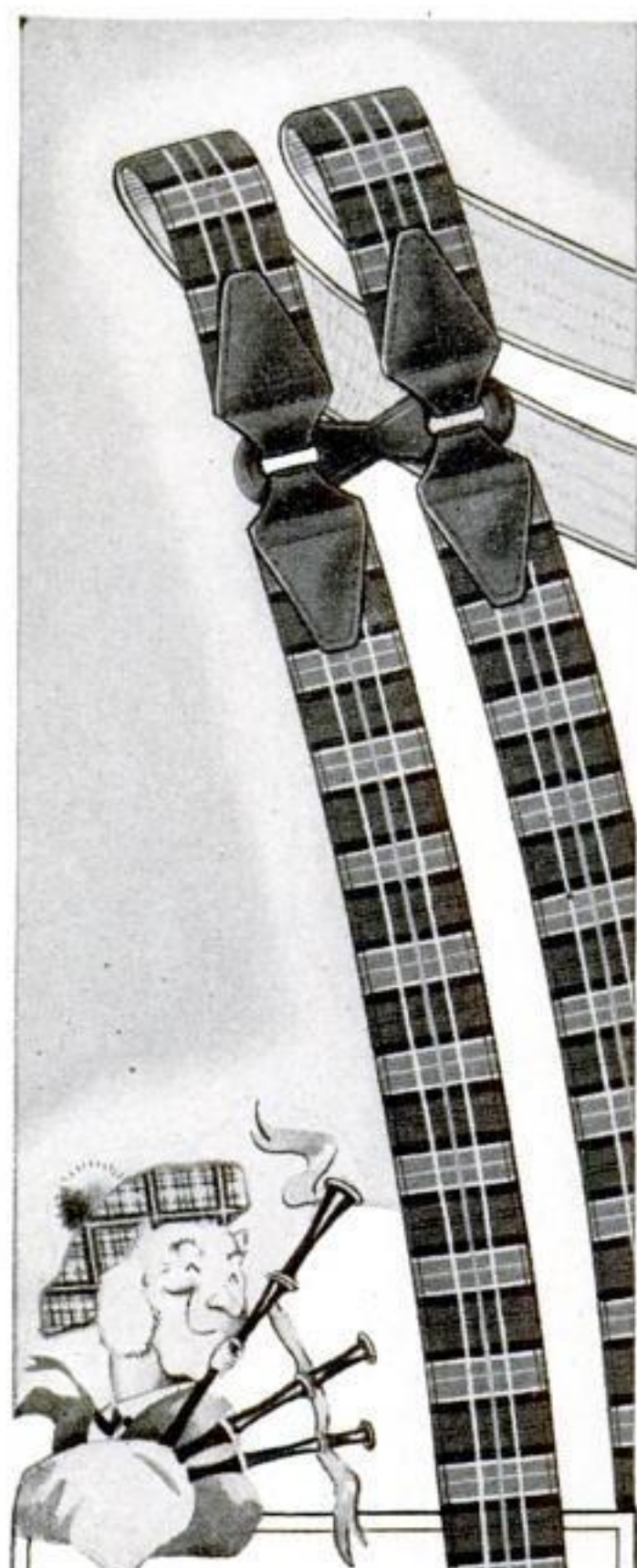


TWO HEADS ARE BETTER THAN ONE IN SCIENCE



CONTINUED ON NEXT PAGE

Life's Party (continued)



Paris goes Scotch

You may select your first pair of Paris "Free-Swings" solely for their smartstyle...forexample...the currently popular Paris Scotch Plaids at \$1.50 very likely will win you. But next time you'll choose them for the amazing accommodation of the patented Paris leather-link pivot...that yields to every body motion...but never skids...never strains...never pulls. Widely imitated...never duplicated for comfort...style...or value. Get several pairs—one for each suit. Other styles: \$1—\$1.50

A. STEIN & COMPANY

Chicago • New York
Toronto • Buenos Aires

Makers of Paris Garters, Belts and Gards

PARIS
Free-Swing
SUSPENDERS
Can't skid off your shoulders



MARGARET HUNTINGTON TOASTS A PENIKESE PICNIC SAUSAGE



Investigator Co Tui, far from his native China, blows on a hot dog that is still considerably too hot for him to eat.



"Not as good as swallows' nests," muses Mr. Co Tui as he chews his hot dog. Note he has fixed his cap before eating.

CONTINUED ON PAGE 118

X-ER-VAC

(ALTERNATE VACUUM AND PRESSURE TREATMENTS)

**A VITAL
NECESSITY IN
REVITALIZING
LIFELESS HAIR
...IN RENEWING
HAIR GROWTH**



* Licensed for use under the methods of André A. Cueto, M.D., Cincinnati, Ohio, and according to U. S. Patent No. 2055128. Other U. S. Patents pending.

For baldness, and falling or lifeless hair XERVAC treatments are now available at your favorite barber or beauty shop. If you wish to purchase an XERVAC for home use, see your local Crosley radio and refrigerator dealer—or write direct to—

THE CROSLY RADIO CORPORATION

Dept. 938-L, Cincinnati, O. Copyright 1937, The C.R.C.



**Built-in
exposure
meter**



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IN PHOTOGRAPHY**
Contax

Throughout the country, thousands of people are finding a new fascination in photography. They've discovered Contax—the camera of limitless scope. This most modern of miniature cameras offers entirely new possibilities.

Candid shots in clubs, in theatres, at parties; night scenes in streets are easy with Contax. Subjects are caught unawares—natural, characteristic, life-like. Contax snaps fast action "on the wing." Makes striking portraits. Gets detailed close-ups.

Automatic range-finder focusing, 11 speeds up to 1/1250 sec., 30 pictures on a load, no rewinding of film, removable back.

Choice of 14 interchangeable

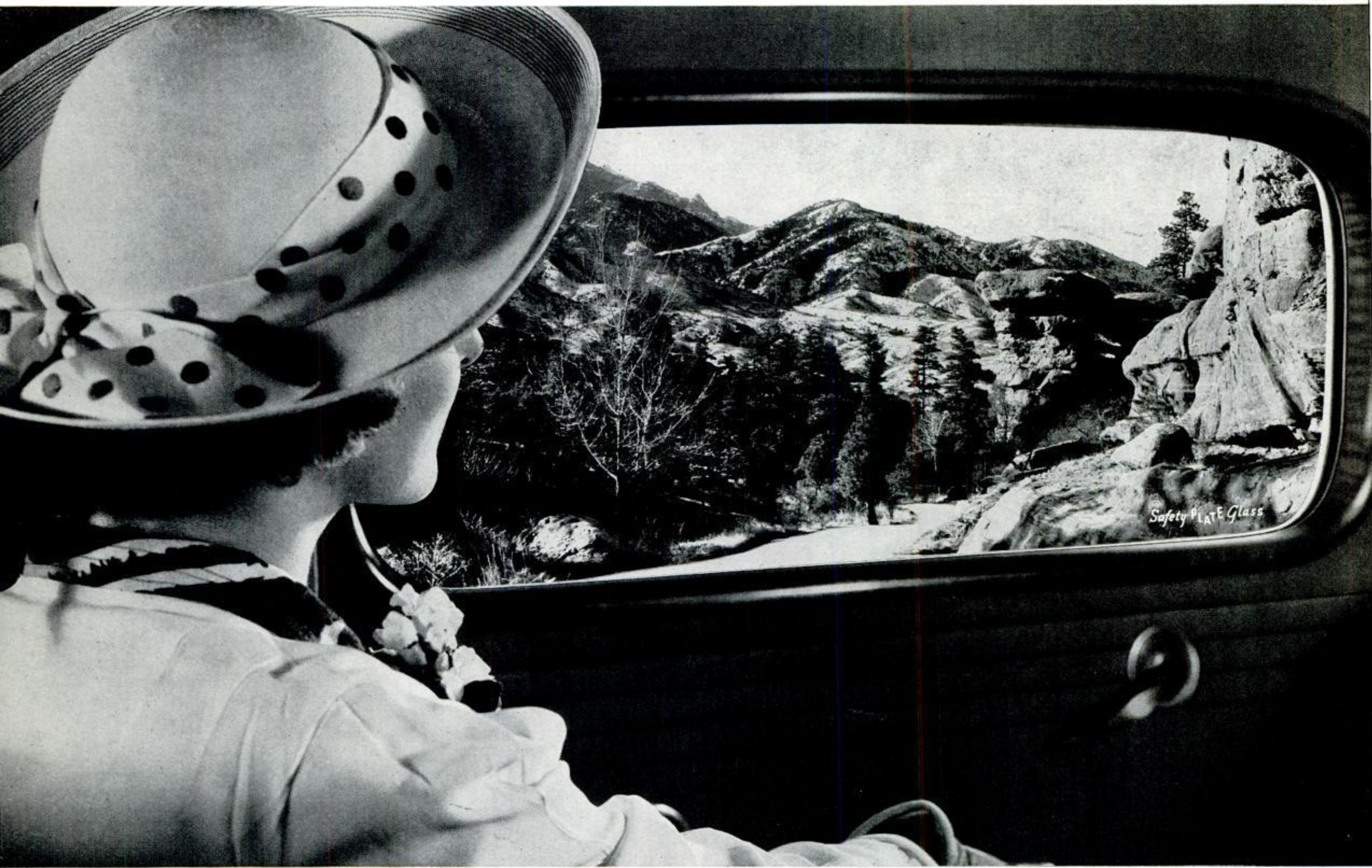
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SAFETY PLATE GLASS WINDOWS IN YOUR CAR



... beauty at your side

Because of the added comfort and enjoyment it brings to motoring, and the touch of distinction it lends to today's smart motor car designs, many manufacturers now completely equip their cars with Safety Glass made of the finest polished PLATE Glass.

This finer glass, which is first carefully ground, then painstakingly polished to a mirror-like brilliance, eliminates the waviness and accompanying distortion characteristic of Safety Glass made of ordinary window glass. Consequently Safety PLATE Glass minimizes eyestrain and fatigue, and makes every window in the car a pleasing

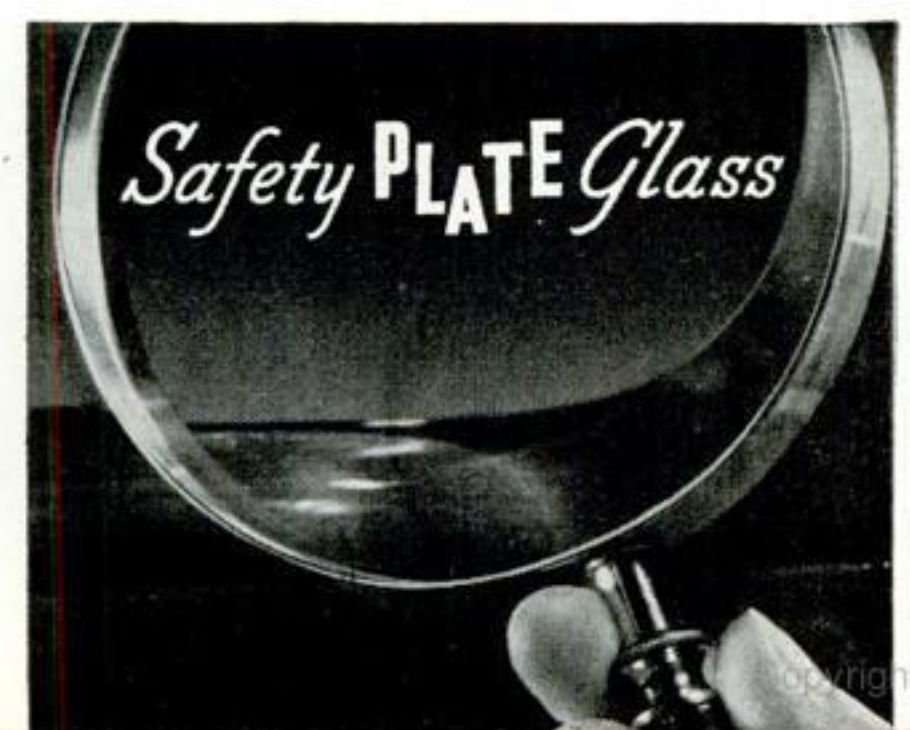
frame for the unfolding panorama of the open country and the swiftly changing scenes of city life. Furthermore, the recognized higher quality of this ground and polished glass gives you the very personal satisfaction of knowing that your car is correct to the last detail.

Since so many manufacturers now install Safety PLATE Glass in their cars at no extra cost, look for the Hallmark of Higher Quality on every window when considering the purchase of a new car.

• • •

PLATE GLASS MANUFACTURERS OF AMERICA, PITTSBURGH, PA.

**FOR GREATER MOTORING COMFORT FROM YOUR NEW CAR AND
A MORE LASTING SATISFACTION IN ITS APPEARANCE, LOOK
FOR THIS MARK OF HIGHER QUALITY IN ALL ITS WINDOWS.**



????????????



Don Herold Says:

Should you wear 6-foot spears?

Above is an invention of mine which might be used by men who need Mum.

It's an iron belt with spears on it to keep people six feet away.

Instead of this, however, how much better to use Mum, which will insure you pos-i-tive-ly against giving off any underarm perspiration aura.

Without Mum, many men are noticeable for quite a distance.

Goodness, you don't want to be noticeable, do you?

Mum is a pleasant, inviting, fragrant cream which definitely stops perspiration odor for a day without interfering with perspiration itself.

At first women used it. Then smart men philosophized: "Why shouldn't we, too, *seem* clean as well as *be* clean?" (Lots of men need Mum 30 minutes after a bath.) Now millions of thoroughly masculine, two-fisted fellers make a daily habit of two swift dabs of Mum underarm every morning and perhaps again before evenings out.

**Do people
draw
away
from you?**

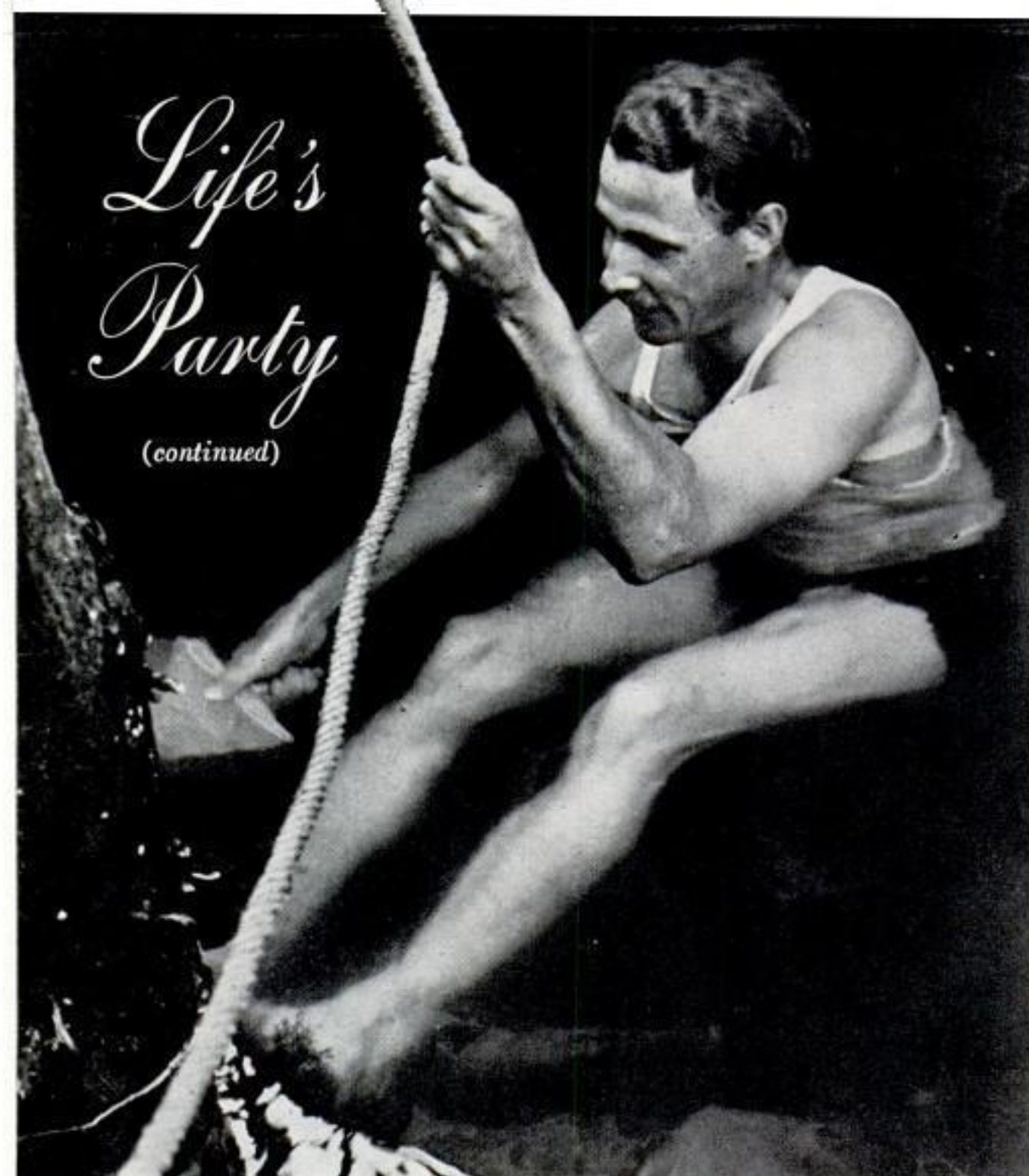
Many of them also apply touches to the feet to increase foot comfort and keep hose and shoe linings fresh.

The tough part is the start. You have to resolve to add Mum to your routine. *Then* it becomes routine. *Then* you KNOW you are safe from any gymnasium aroma.

Nail the matter now by jotting your name on the corner of this page and sending it for a free sample to Bristol-Myers Company, Dept. Q2-97, 630-A Fifth Avenue, New York City.



**MUM TAKES
THE ODOR OUT OF
PERSPIRATION**



Hunting marine specimens, A. M. Lucas of the Woods Hole faculty who teaches zoölogy at Iowa State University, scrapes the Penikese wharf pilings with a bailer.

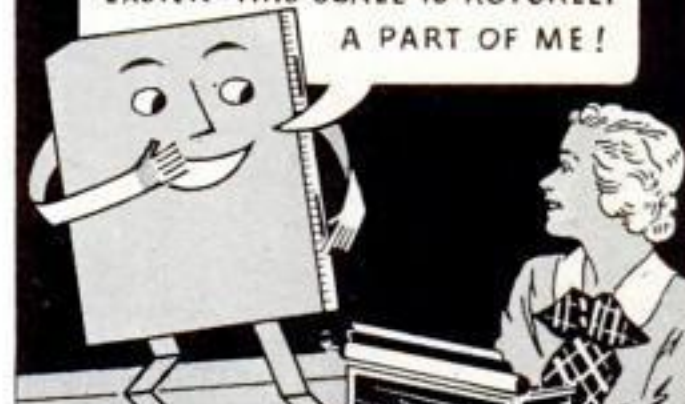


A snail rewards the Lucas efforts. Below, he hands a piece of spongy seaweed up to his wife, a fellow scientist whom he first met at the Woods Hole Laboratory.



THE TALKING CARBON PAPER Gives Some Advice

LISTEN LADY... HERE'S A NEW WAY TO MAKE YOUR TYPING EASIER. THIS SCALE IS ACTUALLY A PART OF ME!



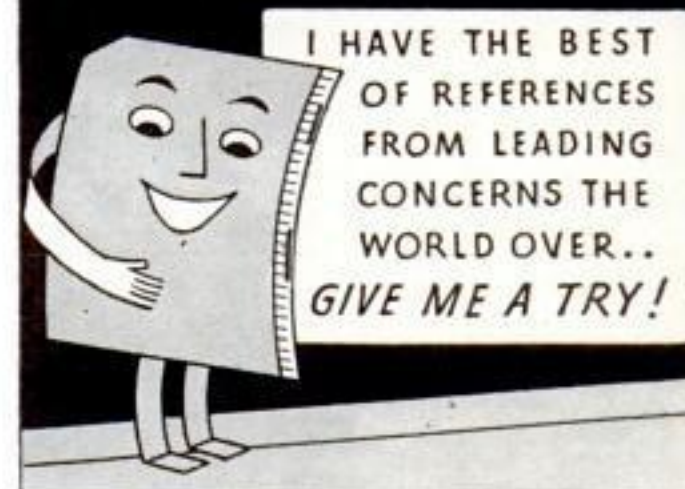
MY FIGURES TELL YOU WHERE TO START TYPING, AND WHEN TO STOP. YOUR BOSS WILL NOTICE HOW NEATLY SPACED YOUR LETTERS ARE...



TO REMOVE ME, JUST GIVE ME A PULL BY THE WHITE SCALE I'LL PROMISE TO KEEP YOUR HANDS CLEAN.



I HAVE THE BEST OF REFERENCES FROM LEADING CONCERNS THE WORLD OVER... GIVE ME A TRY!



FOR SAMPLES of this amazing new carbon paper, send 25¢ today for ten sample sheets. Tell us the number of copies to be made at one typing, the name of the machine you are now using, size of carbon desired, and your name and address. For easier, quicker, neater typing, send 25¢ today to the F. S. Webster Company, 19 Amherst Street, Cambridge, Mass.

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**I see
you have
excellent
taste**

We all like compliments. Every time you drink a bottle of BUDWEISER, you compliment your own excellent taste . . . just as three generations before you have done in the interest of good fellowship, contentment and good living. Today, the greatest demand for BUDWEISER in history is eloquent proof that in this changing world good taste never changes.

You who drink BUDWEISER have bought millions of dollars worth of barley and hops from American farmers . . . paid millions more in taxes into federal, state and local treasuries . . . provided wages for workers in allied industries . . . kept railroad men on the move . . . brought profits to retailers everywhere and business and activity to properties long vacant . . . Yes, whenever you drink BUDWEISER you are helping somebody.

Adolphus Busch, Jr.
President

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Budweiser

KING OF BOTTLED BEER

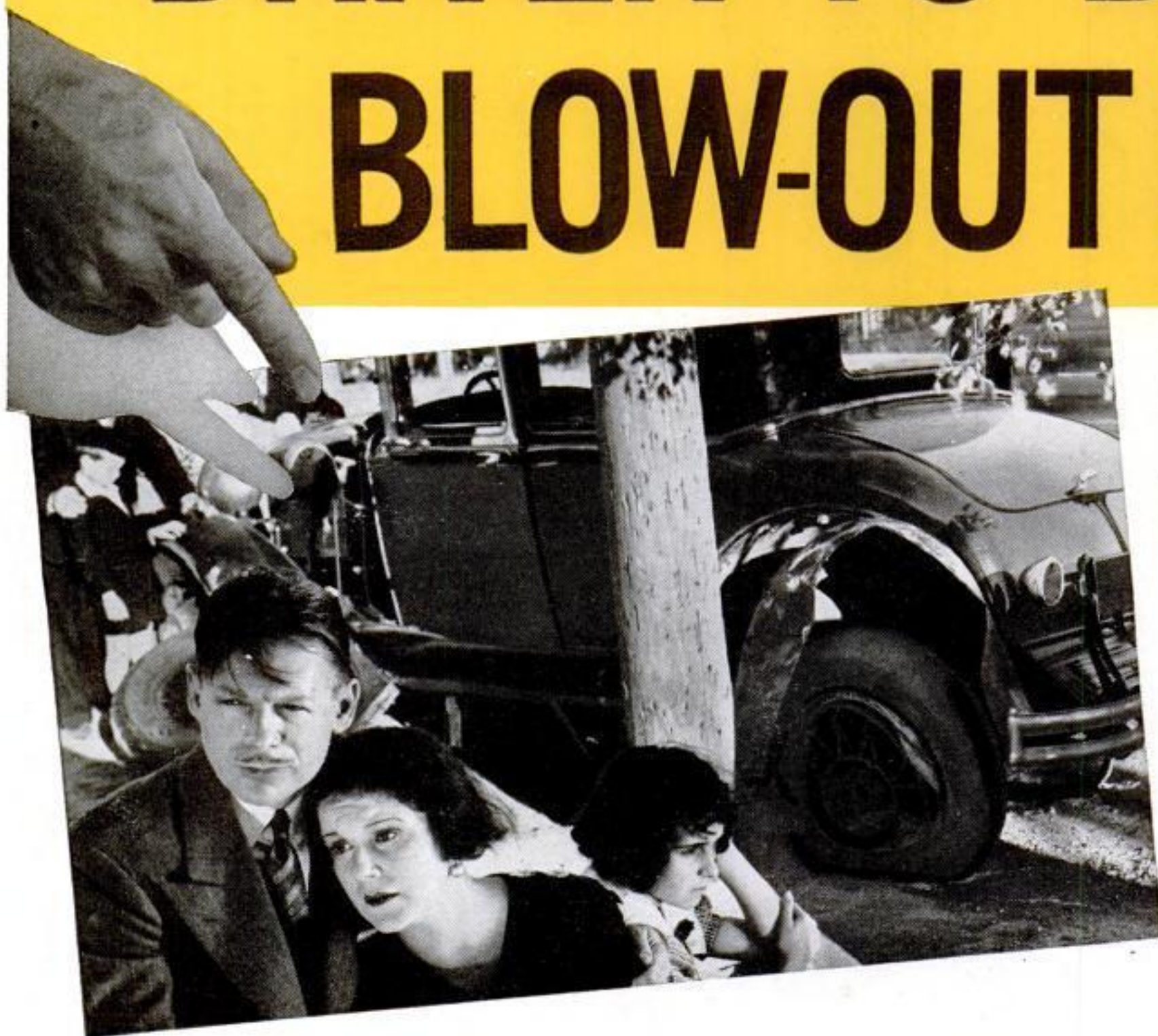
Order a carton for your home . . . NO DEPOSIT REQUIRED



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A N H E U S E R • B U S C H • S T . L O U I S

COURT RULING HOLDS DRIVER TO BLAME FOR BLOW-OUT ACCIDENT



In the Interest of Safe Driving Every Motorist Should Read This Decision

"There is no series of accidents more destructive or more terrifying in the use of autos than those which come from blow-outs. Any ordinary individual knows that when a tire is worn through to the fabric its further use is dangerous and it should be removed . . . All drivers must be held to a knowledge of these facts. Owner or operator cannot escape simply because he does not know. He must know. The hazard is too great to permit cars in this condition to be driven on the highway . . . The law requires that owners and drivers know the condition of parts which may become dangerous with wear. It will assume that they do know of the dangers ascertainable by examination."

* Excerpts from an opinion in a case involving worn tires, written by the Chief Justice of the Supreme Court of Pennsylvania.

Are Your Tires SAFE?

WHEN a high court rules that riding on unsafe tires is negligence—when that court brands tread-worn tires as dangerous to life and property, it's plenty of proof that a blow-out is a mighty serious thing. But whether you come under the jurisdiction of this law or not, every motorist should realize that a blow-out may mean more than law suits and repair bills. It may mean more than doctor bills and hospital expenses. A blow-out can easily be a matter of LIFE and DEATH to yourself and your family.

Don't Take Chances

Motorists from every walk of life, thousands of them, are killed or injured every year when blow-outs throw cars out of control. Many of these blow-outs are due to heat generated *inside* of tires by today's high-speed driving. This heat may cause rubber and fabric to separate. And, if it does, an invisible blister forms. As you

travel further this trouble-causing blister gets bigger and BIGGER until, sooner or later, BANG! It's a blow-out. And *where* you might land—*what* you might hit, nobody knows.

In order to provide careful motorists with the *real* protection they need against today's damaging high-speed blow-outs, Goodrich engineers invented the Life-Saver Golden Ply.

A Life-Saving Invention

This Golden Ply is a layer of special rubber and full-floating cords scientifically treated to resist *internal tire heat*. By resisting this heat the Golden Ply protects you against these high-speed blow-outs.

Don't run the risks of trying to squeeze another 1,000 miles out of tread-worn tires . . . don't wait until *after* a blow-out has caused you a lot of grief and expense. Equip your car *right now* with a set of

Goodrich Safety Silvertowns. Even though they're the *only* tires in the world that will give you Golden Ply blow-out protection, even though they give you *months* of extra, trouble-free mileage and greater riding comfort, Silvertowns cost much less than other super-quality tires. And remember, you can buy these life-saving Silvertowns at Goodrich Silvertown Stores and Goodrich Dealers everywhere. *The sooner the safer.*



JOIN SAFETY LEAGUE—GET EMBLEM FREE

Among many other outstanding contributions of The B. F. Goodrich Company to motoring safety is the Silvertown Safety League. Millions of motorists have joined the Silvertown Safety League and have pledged themselves to drive safely. If you are not a member, see your Goodrich Dealer and join up now. He will get for you—absolutely free—a handsome Safe Driving Emblem which has a red crystal reflector to protect you if your tail light fails. There's nothing to buy—no obligation—the Goodrich Safe Driving Emblem costs nothing.



WHEN YOU NEED NEW TIRES INSIST ON GETTING

Goodrich SAFETY Silvertown

The Only Tire With Golden Ply Blow-Out Protection

HITLER'S BROTHER KEEPS A BAR

Of Adolf Hitler's two full brothers, two sisters, one half brother and one half sister, three are dead, two are living in Germany and one in Austria. Half sister Angela used to keep house for him at Berchtesgaden. Less well-known is his eldest half brother Alois (named for their father), now 55, who owns a bar on the Wittenberg Platz in Berlin. He is shown below in front of his bar, and at bottom. Like Der Führer, he wears a small moustache and gold fillings in his lower front teeth. He talks no politics.



Alois Hitler made money from a bar in a Berlin suburb before he opened this pretentious two-story place where he serves the afternoon coffee trade, sells beer and wine, bosses a dozen or so employees. His famed brother pays no attention to him.



Angela kept house for Adolf until 1936, married Professor Hammitzsch of Dresden. Hitler did not go to the wedding.



Alois, 7 years older and heavier than Der Führer, is savage to newshawks looking for autographs and reminiscences.



Two exclusive Portis features:
"SWANSBACK FINISH" repels moisture

"PROTEK" oil silk insert stops perspiration stains.

ESCORT "Just what I've been looking for! A hat that's smart for business and dressy enough for semi-formal wear... I like the crown and the smooth roll of the brim... Looks O. K. for me!"

RIGHT YOU ARE! You'll be proud of your Escort... It's the Homburg style-scoop of the season by Portis... See your Hatter. **\$5**

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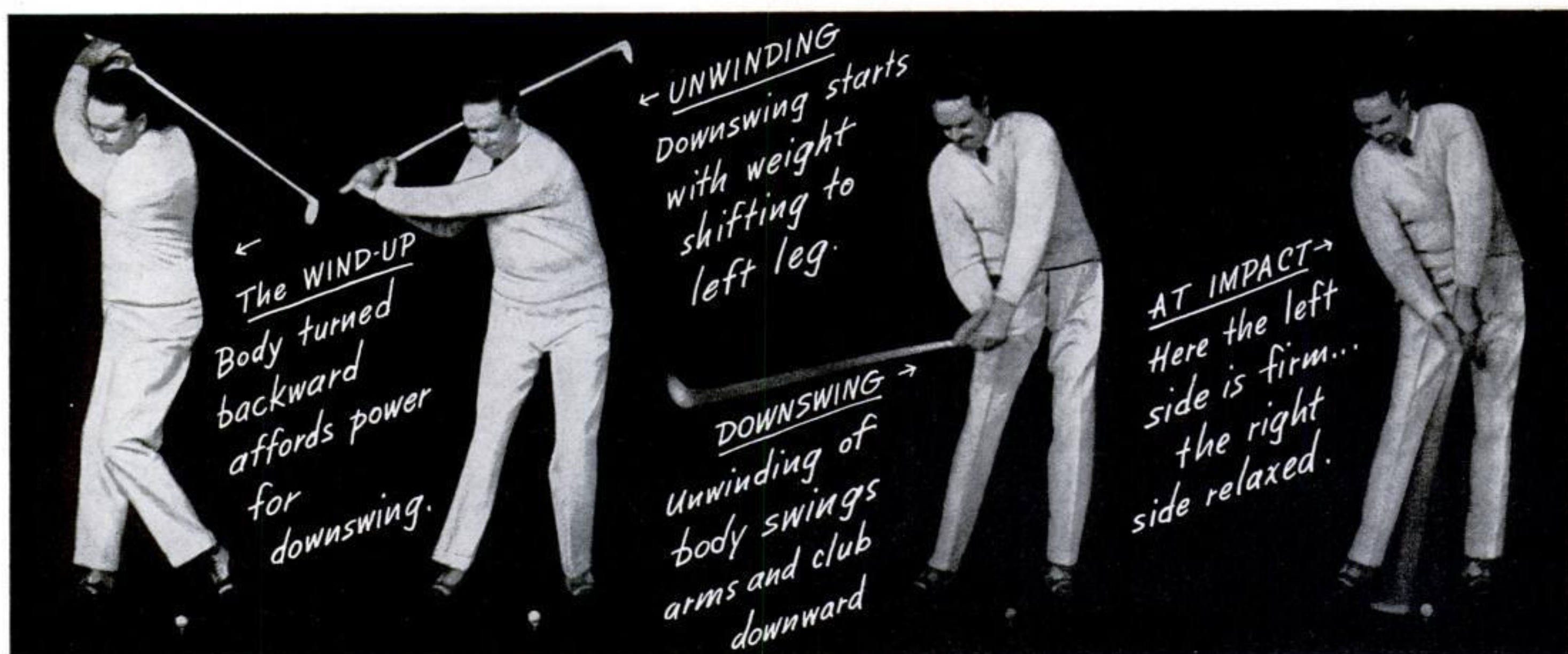
RAILWAY EXPRESS
 AGENCY, INC.
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RAILWAY EXPRESS AGENCY

Alex J. Morrison

Author of "A NEW WAY
TO BETTER GOLF" tells you

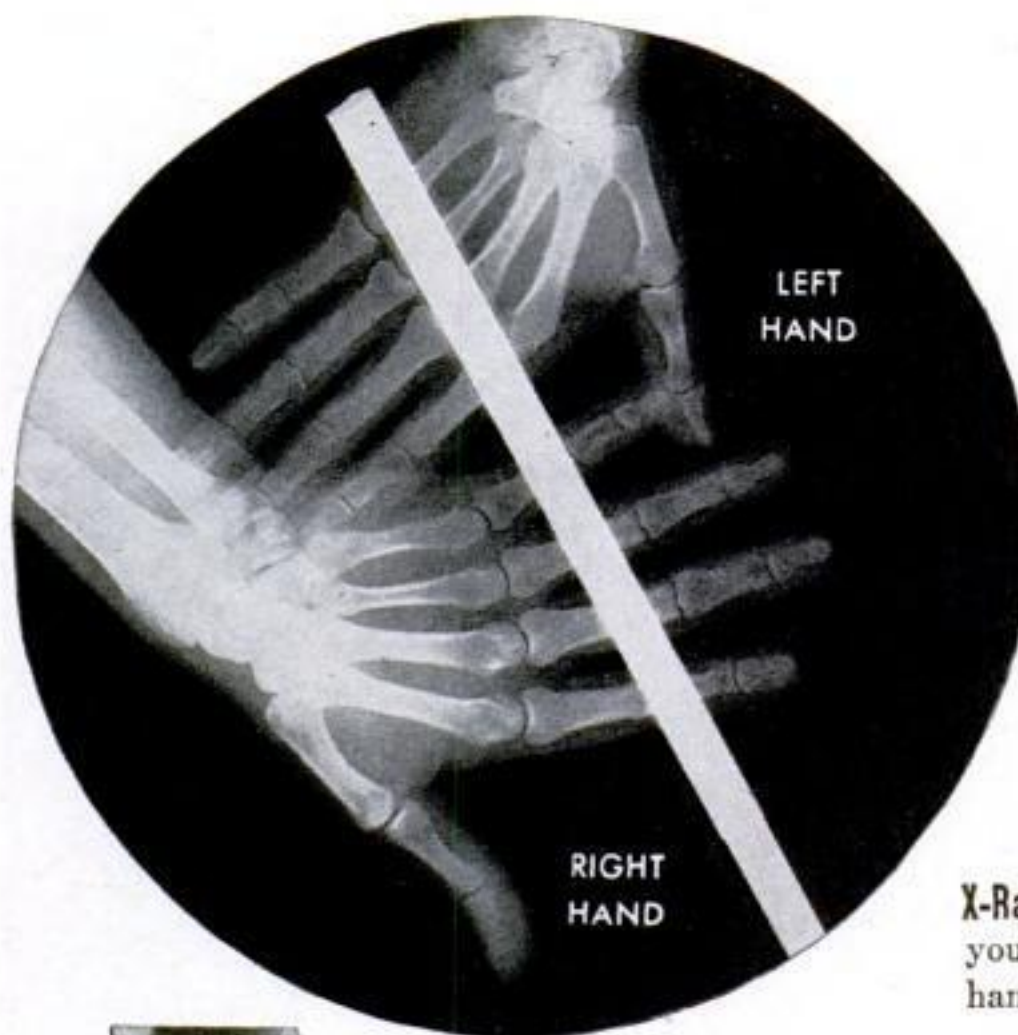
HOW TO DOUBLE



Look to your head, hands and feet!



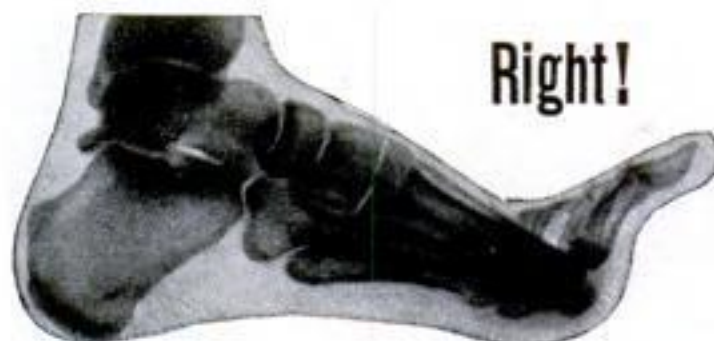
Triple Exposure of Alex Morrison's swing. Showing proper head position—most important part of every swing. Note head neither turns nor bobs up and down.



X-Ray of Alex Morrison's Hands—This unusual photograph shows you how the club should be grasped in the palm of the left hand and the fingers of the right hand for best results.



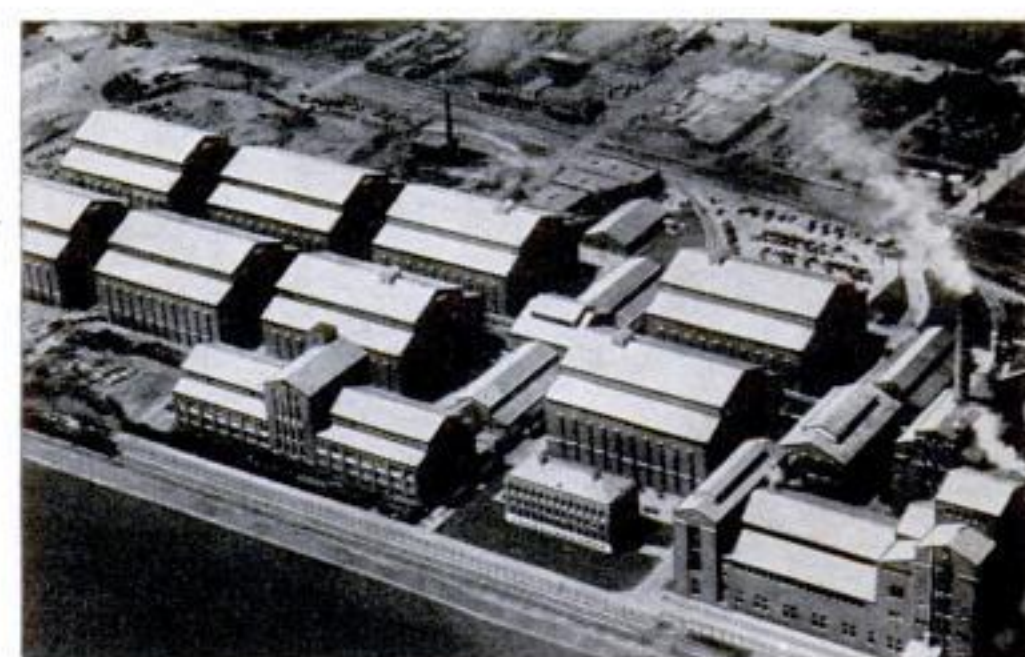
Digging in with your toes may be all right in other sports, but it's all wrong in golf!



Turning up toes helps to properly balance weight between heel and ball of the foot.

AND HERE'S HOW TO

Take a tip from the professional drink mixers and try Hiram Walker's TEN HIGH. Even a duffer can make a birdie with TEN HIGH...the bourbon with "No Rough Edges." Here's the secret of its super-smoothness that's making it America's "national open" favorite: Formerly whiskey matured far more rapidly in summer than in winter. But



It's Always Summer in the rackhouses of Hiram Walker's \$10,000,000 distillery! Perfect whiskey-aging temperature (75°) is maintained 12 months a year...and two-year-old TEN HIGH ripens just as fully during January as it does in June!

**FROM THE
WORLD'S LARGEST
DISTILLERY**

Hiram Walker's

YOUR ENJOYMENT OF GOLF



Action photographs taken exclusively for Hiram Walker by Gray-O'Reilly

DOUBLE YOUR ENJOYMENT AT THE 19th HOLE!

now, thanks to Hiram Walker's modern weather control, perfect summer aging temperature is maintained the *whole* year round in TEN HIGH rackhouses. This rich, flavorful bourbon ripens every minute of every month for two long years...is natu-

rally extra-mellow whiskey! Try TEN HIGH tonight—and treat yourself to a really ripe whiskey at a really right price! Served at your favorite bar—sold at your favorite store. Hiram Walker & Sons, Peoria, Ill.; Walkerville, Ontario; Glasgow, Scotland.



72 Holes in 281!

Ralph Guldahl, young golf pro of Chicago, Illinois, who won the 1937 National Open Tournament with this new low score.



Under a Dollar in most cities!

90 PROOF

"NO ROUGH EDGES" in this Whiskey because it's aged WINTER as well as SUMMER for 2 whole years.

TEN HIGH

STRAIGHT BOURBON WHISKEY

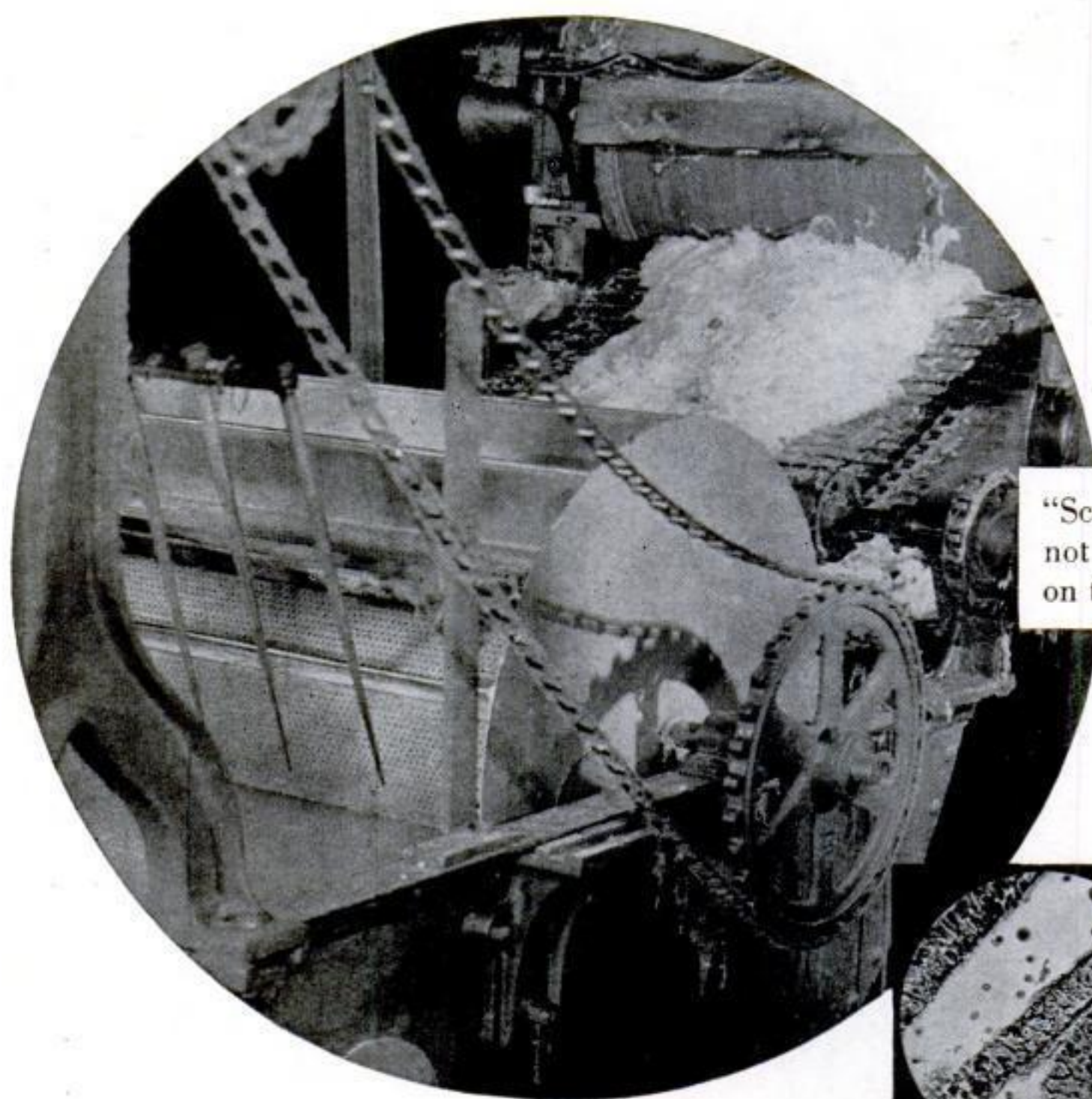
RAW

WATER

AND RAW WOOL



This champion merino ram grows grand wool . . long fiber, but greasy. Wool grease is bad for dress goods.



"Scouring" wool with hot, soapy water removes the grease and dirt. But not when raw water is used. Raw water deposits insoluble "soap curd" on the fiber . . . holds in dirt and grease, wastes soap. Result: costs rise.

So, too, in dyeing (below). Raw water compels use of more dye-stuff, makes it difficult to hit a desired shade, impairs the soft "feel" of the dyed goods. Exactly similar troubles are caused by raw water in the processing of cotton, silk, rayon.

Magnified
wool fibers showing soap curd.

Not only in the processing of wool and other textile fibers does raw water cause trouble. It is equally harmful in countless other lines of manufacturing. Water impurities are many; they vary from section to section, and from day to day. Permutit Water Conditioning, fortunately, can remove these troublemakers; makes water uniformly good; improves product quality; reduces costs.

More than 25,000 installations of Permutit Water Conditioning equipment in more than 400 industries attest to this. Perhaps troubles in your plant are caused by water. Ask for a Permutit engineer to investigate, free of charge. The coupon is for your convenience. The Permutit Company, 330 West 42nd Street, New York, N. Y.

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Please send me information about Permutit Water Conditioning with particular reference to:

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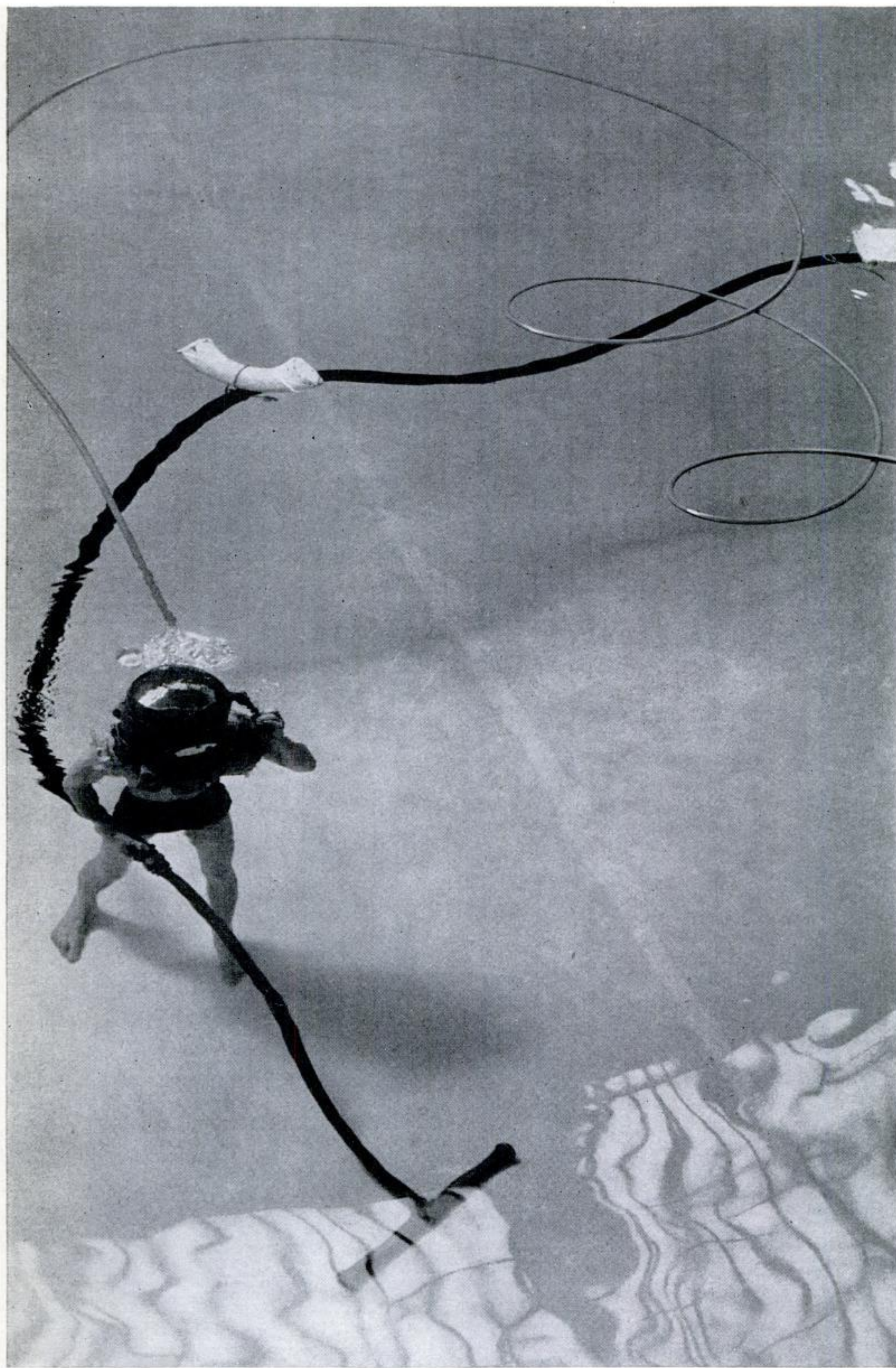
WORLD'S LARGEST SPECIALIST IN

Water Conditioning

ZEOLITES-ZEOLITE WATER SOFTENING EQUIPMENT WITH SINGLE VALVE AND WITH FULLY AUTOMATIC CONTROLS . . . HOT AND COLD LIME-SODA SOFTENERS. INTERNAL BOILER WATER TREATMENT

FILTERS TO REMOVE DIRT, OIL, TASTE AND ODOR . . . SWIMMING POOL EQUIPMENT. CHEMICAL FEEDS...HEAT RECLAIMERS. CONTINUOUS BLOWOFF EQUIPMENT. RANAREX CO₂ AND DENSITY RECORDERS

PICTURES TO THE EDITORS



VACUUM-CLEANED SWIMMING POOL

Sirs:

This is a picture of Allan Warrick, 24, a lifeguard, vacuum cleaning the floor of a salt-water plunge at Long Beach, Calif., under nine feet of water. Three hours a day, six days a week, for six years Warrick has pushed the cleaner over the tiles. He once wanted to become a deep-sea diver, but his monotonous sweeping has changed his mind for him.

"I'd like an office job," he says. "Working under water isn't what it's cracked up to be."

Before the vacuum cleaner was put in use six years ago, the pool could be scrubbed only after its water had been drained away. Now it gets a daily cleaning before the customers arrive.

H. S. MELVIN

Long Beach, Calif.

A GLIMPSE OF THE LOBBY OF THE FASHIONABLE MAYFLOWER—WASHINGTON, D. C.



WEBSTER

ACCESSORY TO GAYETY AND GOOD LIVING

WEBSTERS at once impress you with their mark of "good breeding"—with their ready acceptance in high places. In fact, Websters concede no supremacy even among the finer imported Cuban cigars. There's an air of modernness in the elegantly slim Golden Wedding shape; a sense of importance in the large Fancy Tales. . . . And flavor and fragrance in both that make their extremely modest prices almost unbelievable!

At the Mayflower, New York's Biltmore, Chicago's Stevens, Los Angeles' Ambassador—and hundreds of other leading hotels, clubs and stores from Coast to Coast.

WEBSTER CIGAR COMPANY
187 Madison Ave., New York



Webster

Ready Now!



53rd Season

See your
JONES
dealer

JONES DAIRY FARM
MARY P. JONES, PRESIDENT
FORT ATKINSON, WISCONSIN

PICTURES TO THE EDITORS

(continued)

CHARITY COLLECTION

Sirs:

The Rosoff Construction Company which is building the Sixth Avenue Subway in New York pays its laborers from a pay-roll truck moving along the work

route. I noticed two Sisters Of Charity standing by and collecting some of the odd change which the men readily part with at the auspicious pay-off hour.

LEE HELPRIN

New York City



GOVERNOR'S MANSION

Sirs:

The Aug. 30 issue of LIFE carried a picture of the old Bibb House which is owned by Governor Bibb Graves and was erroneously described as the "Mansion." The enclosed picture is of the Governor's Mansion which is owned by the State of Alabama and occupied by Governor and Senator Graves.

FLYNN E. HUDSON JR., A.I.A.
Auburn, Ala.



FIRST ANGLE SHOT

Sirs:

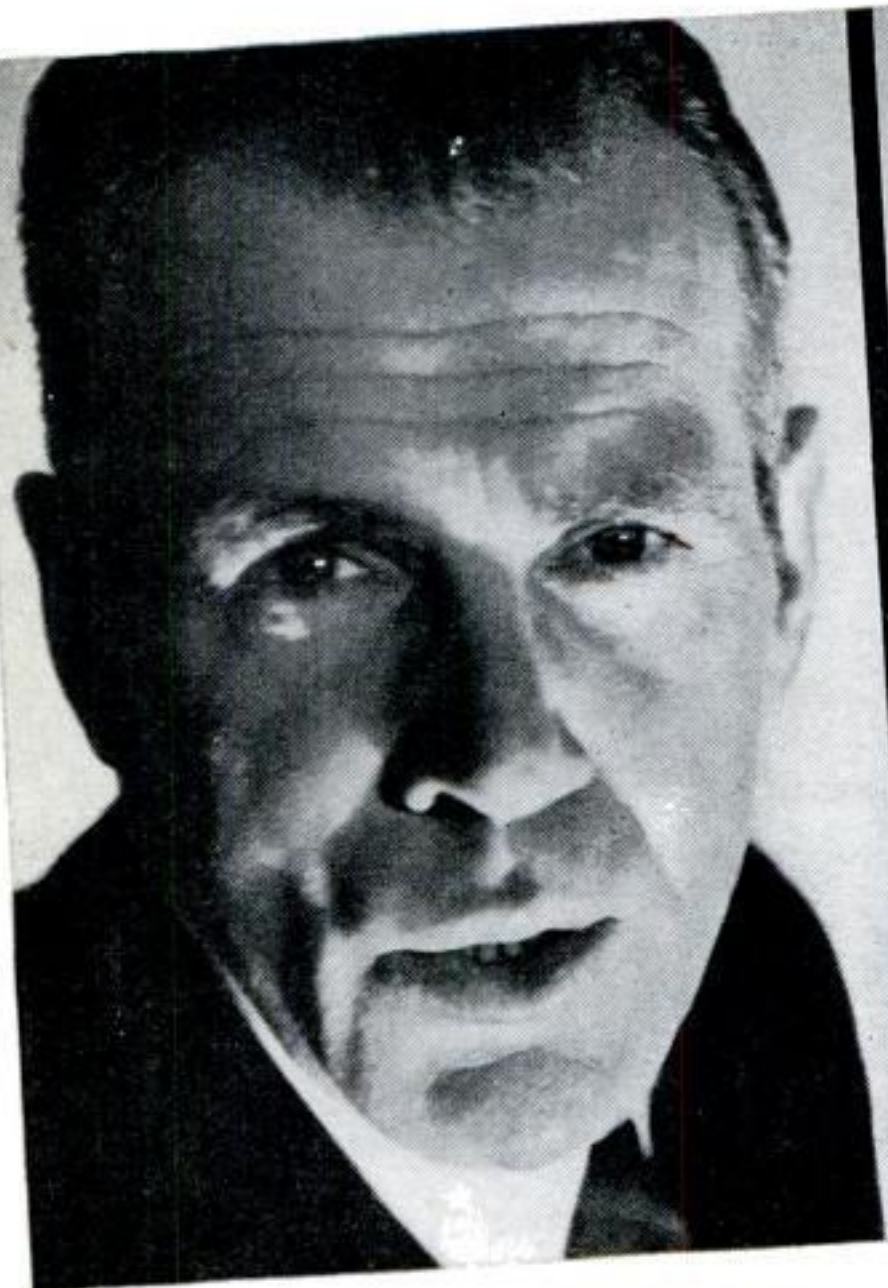
I see your "Speaking of Pictures" on angle shots (LIFE, Aug. 30). The first "angle news picture" was made the first night of the celebrated Culbertson-Lenz bridge match in the fall of 1931 (see above). When Sam Schulman, I.N.P. photographer was assigned to cover the big card game, this writer suggested that he get up on a step-ladder and shoot down, showing all four players at the table. Prior to that all pictures of

bridge games, shot from eye or floor level would show two players in the foreground while the two in the background would always be hidden.

I believe I can trace the idea for the first angle shot to the motion picture *Variety*, which offered the first angle photography it had been my privilege to see up to that time.

ARTHUR W. LEVY
News Editor

International News Photos
New York City



When a gas station man says 'Check your oil, boss?' I take a quick look around.



Okay, says I, if I see that little Pennsylvania Emblem, but if I don't...

"I *know*
ONE THING ABOUT
Oil...

WHEN YOU'RE buying motor oil be the "inquiring reporter." Find out what kind of crude oil it is made from.

There is one crude oil to which Nature gave everything she had. She made it the world's finest raw material for a modern motor oil.

That one favored crude is Pennsylvania Grade Crude, and every motor oil bearing our association's emblem is made entirely from this crude... 100% Pure Pennsylvania, guaranteed by bond.

Regardless of refining processes, isn't it logical to believe that the best crude oil makes the best finished oil? About six million motorists in America follow this reasoning... with benefit to their *motors* and their *pocketbooks*.



Brother, I say, can't blame you for tryin' but I don't seem to see my kind.



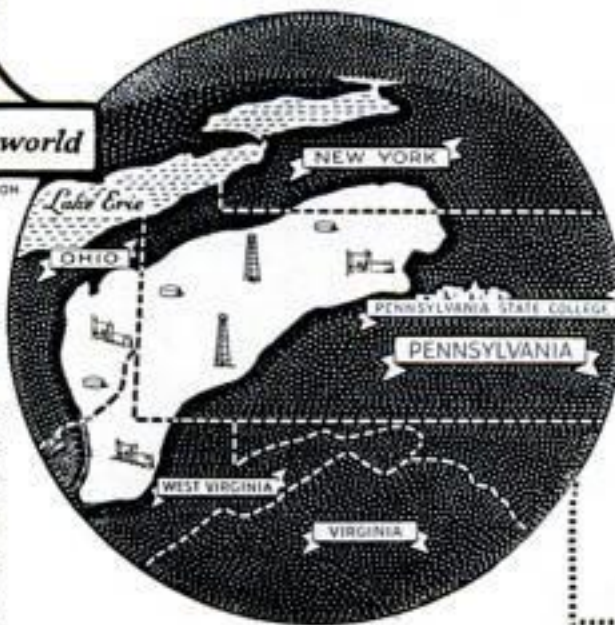
I know one thing...that Pennsylvania Emblem is the sure sign of a good reliable oil."

Better



Made from
the highest grade crude oil in the world

The light area on this map is the only place where Pennsylvania Grade Crude Oil is obtained. Motor oils refined from this crude are noted for excellent lubrication, for ability to let your motor start readily, to flow freely at all temperatures, and to last longer.



Oils FROM THE GROUND UP!

Free!



An illustrated booklet that answers your questions about Pennsylvania Oil and car lubrication. Send for your copy. Please use the coupon.

PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION
Oil City, Pennsylvania

Please send me free and post-paid, your new book

NAME _____
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CITY _____ STATE _____

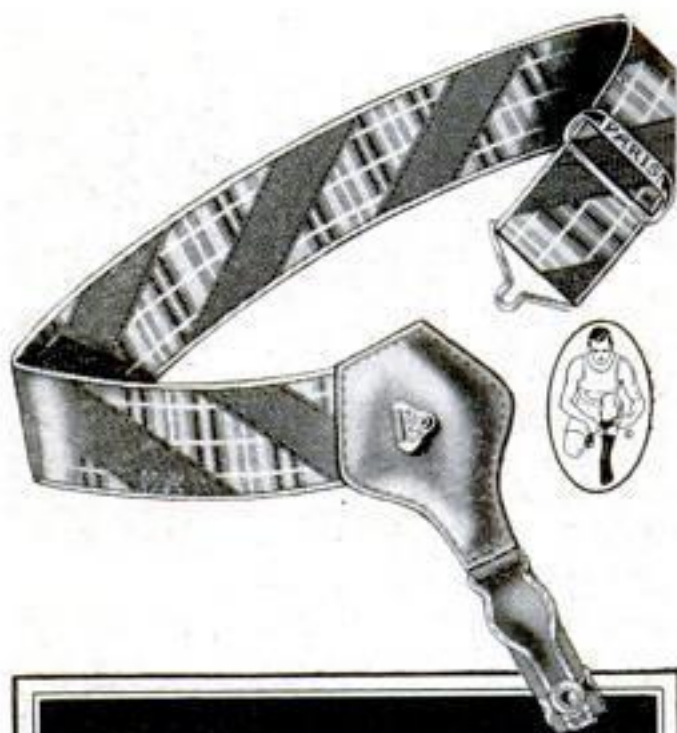
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Step Right Out in Smart Fall Style

● Step into your dealer's tomorrow . . . step up and see his Fall set-up of Paris Garters. Then go a step farther . . . treat yourself to a new supply. You've never seen better styles . . . better values . . . or a better "holder-upper" if it's comfort you're seeking. Step into Paris . . . and you step out in style! And it costs you less to get the best! 50c and up at all good stores.

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Chicago • New York
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Makers of Paris Suspenders, Belts
and Gards



**PARIS
GARTERS**
NO METAL CAN TOUCH YOU

PICTURES TO THE EDITORS

(continued)

GRAVE DIGGING RACE

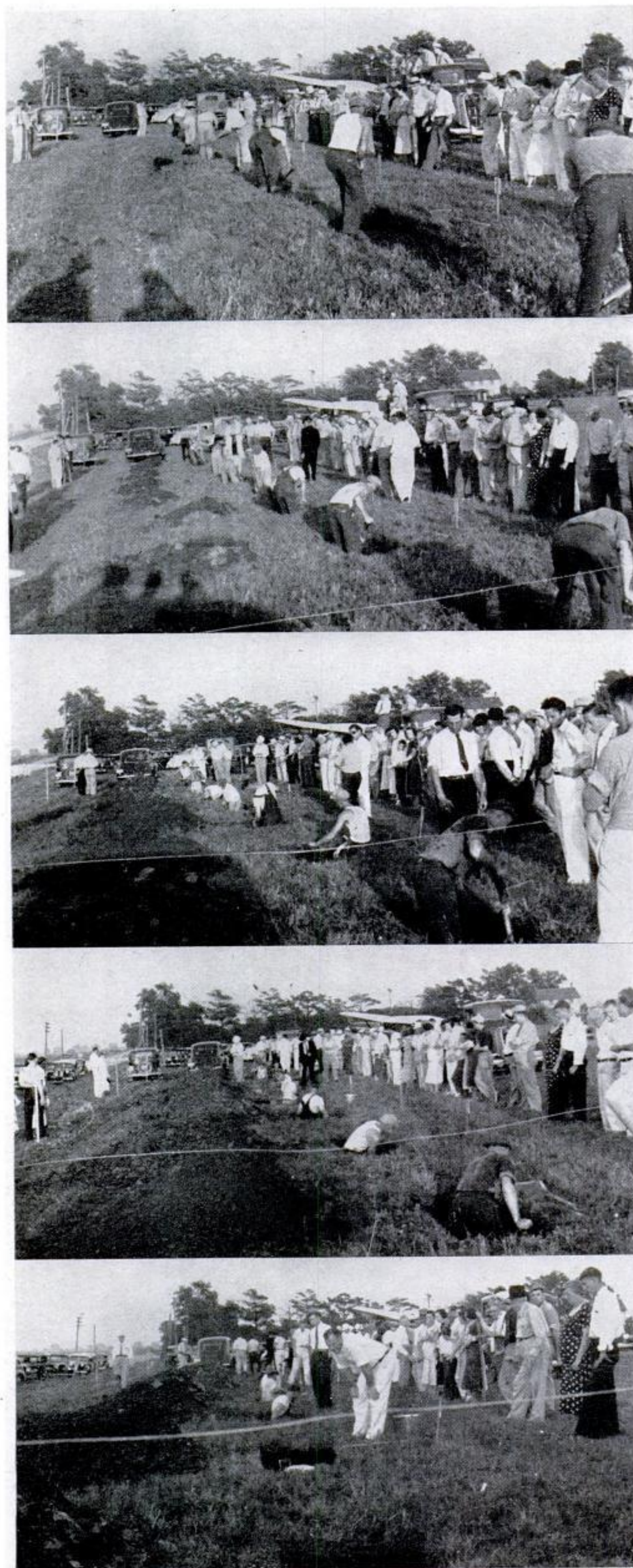
Sirs:

This series of pictures was taken at the first grave-digging contest ever held. A feature of the Wilbert Vault Company grave digger's convention, it was held under the sponsorship of H. J. Reiske & Son at Sterling, Ill. There were eight in the contest. The full-sized graves were

dug at one end of the Sterling municipal airport before a large crowd of curious fans. Gerard Cobert of East Moline was the winner. His time was one hour, six and one-half minutes.

HARRY E. KIDD
Sports Editor

The Daily Gazette
Sterling, Ill.



LIFE comes to eyes



Man works . . . under constant eye strain—whether his days be spent in factory, shop or office.



From sun to sun . . . he works. Perhaps he drives a car or truck, punishing his eyes in the shimmering heat, dazzling lights and flying dust.



But woman's work . . . is never done. Cooking, dusting, sewing, sweeping, subject eyes to constant strain—making them tired, dull, and smarting.

Rely on Murine to soothingly refresh your eyes. When your eyes are weary, reddened, burning, a drop or two of Murine will bring instant relief. Murine has relieved eyes for over 40 years. Help nature protect your eyes by using Murine night and morning. Your druggist has Murine.

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FOR YOUR EYES

HANDEE
Tool of 1001 Uses

A whole shop full of tools in one. Plugs in any light socket. A C or D C 110 v. 13,000 r. p. m. Uses 200 different accessories—grinds, polishes, routs, drills, cuts, carves, sands, saws, sharpens, engraves.



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New CRAFTSMAN Project Book
"Pleasure and Profit with a Handee." Easy working plans for making many interesting and unusual projects 25c, stamps or coin.

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CAMERA BOOK FREE
Explains latest inventions, methods in Photography and Home Movie Making, for fun and profits.

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COLD WAVE GRIPS NATION

Will your heating equipment keep production going this winter?



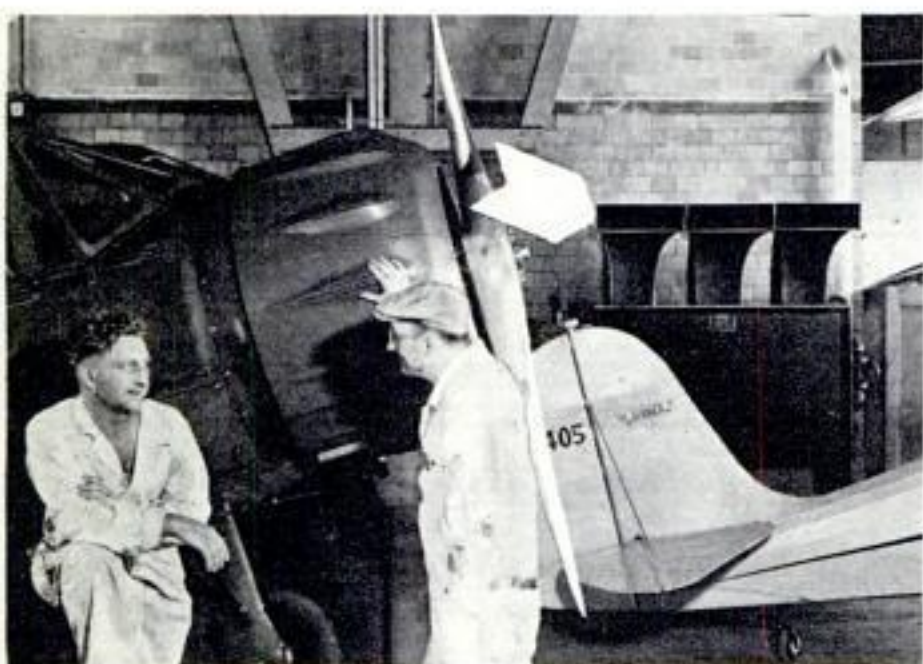
Those sub-zero days strike with a bang, tying up traffic and putting heating equipment under a terrific load. Once winter sets in, heating repairs are more difficult to make—may cause costly delays.



Don't let winter catch you with a full production schedule and poor or ineffective heating equipment. It is cheaper to let your heating contractor check the heating equipment in your plant right now.



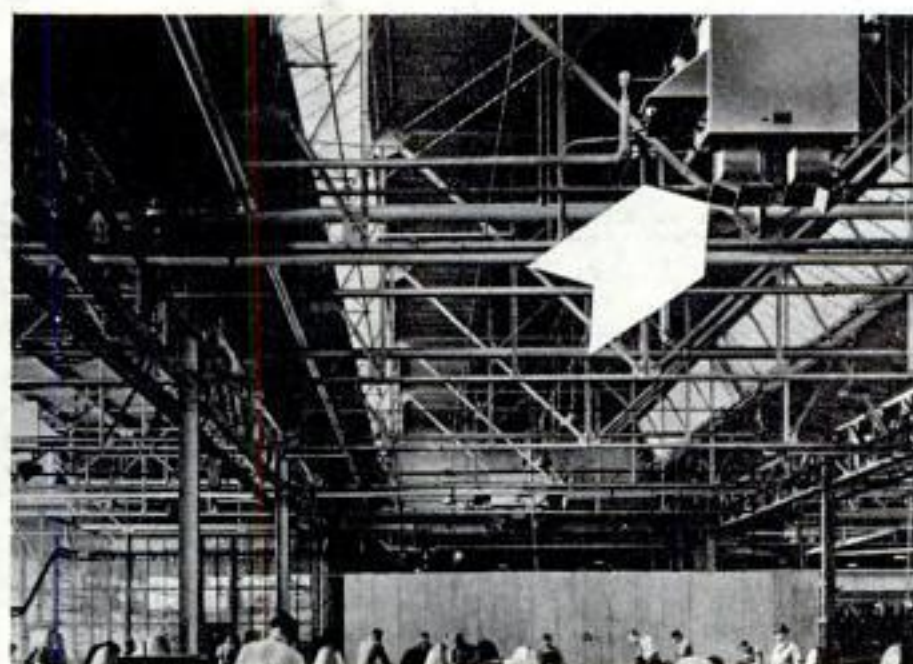
Men can't work effectively in cold plants no matter how hard they try. Production slumps off—efficiency goes down—time is lost. Get efficient heating equipment now. Buy American Blower Units.



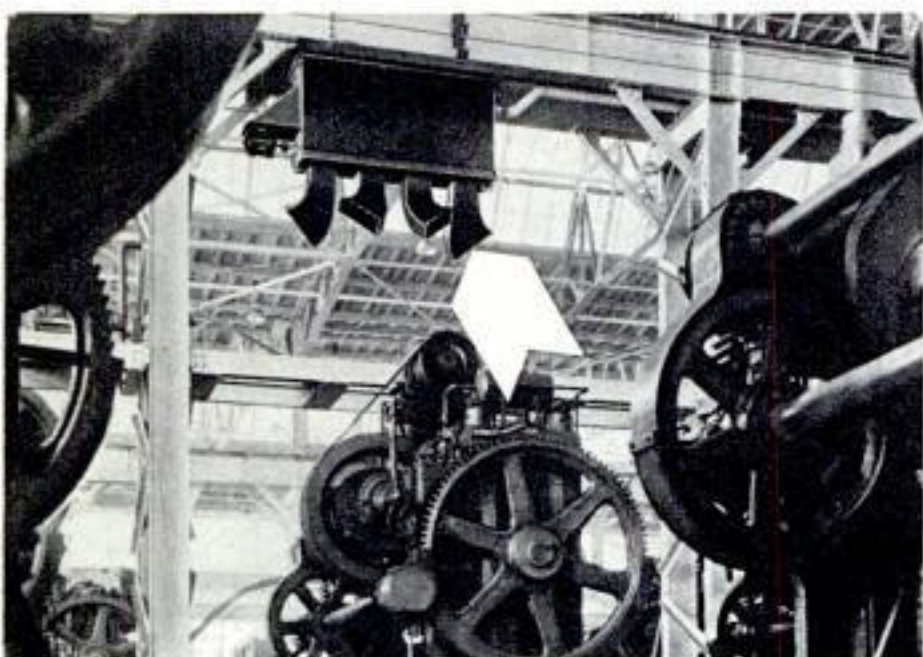
Airport heating has to be efficient. That's why so many of the airports are equipped with American Blower Sirocco Unit Heaters. Those big, powerful units heat large areas easily, and at lower costs, too.



Thousands of American Blower Venturafin Heaters are performing their tasks effectively and economically in printing shops, garages, industrial plants, warehouses, service stations, restaurants, markets, etc.



The bigger the plant the bigger the heating problem. Good Unit Heaters are the best insurance against cold delays. Plant temperatures may be automatically controlled and maintained as desired.

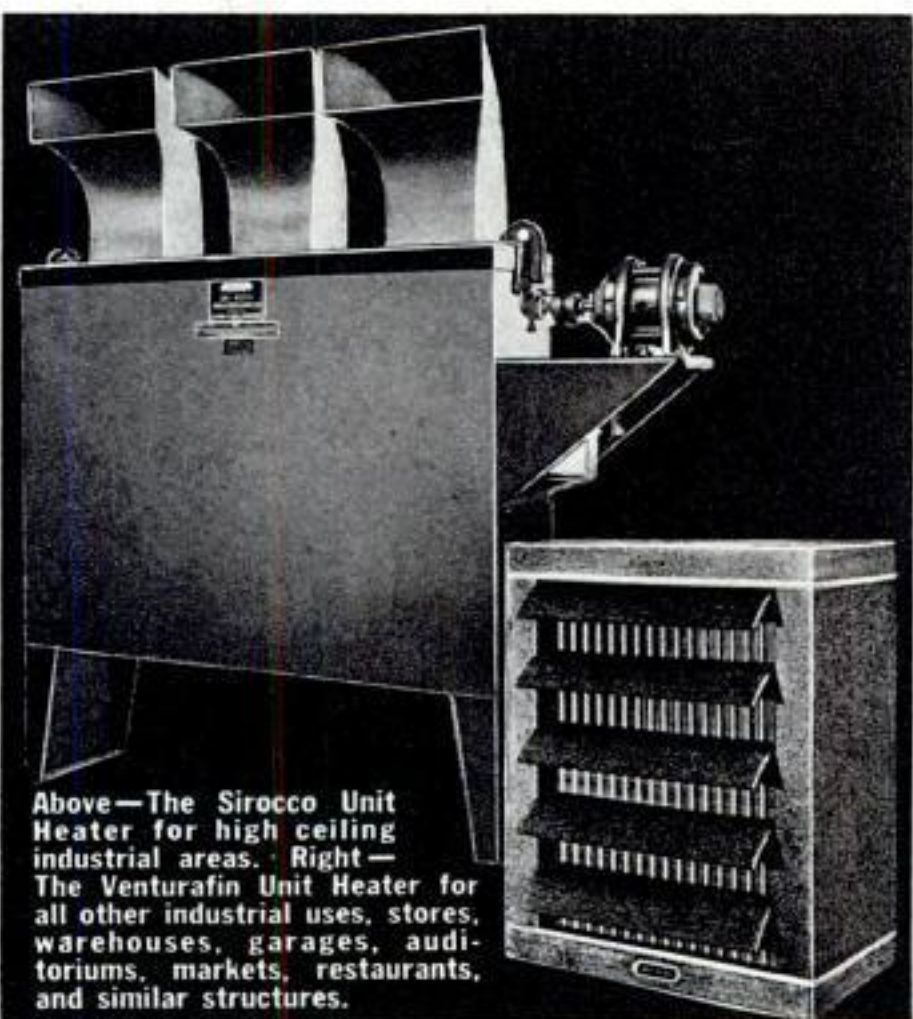


Save valuable space! This American Blower Unit Heater suspended from the girders overhead forces heat into working areas, cuts costs, saves valuable floor space, and prevents damage to heaters.



A. G. Turner, production manager, says—"American Blower Unit Heaters have cut our costs considerably. We have tried other makes but American Blower Unit Heaters work better and last longer."

American Blower Unit Heaters cost no more than ordinary units. They are carried in stock in all principal cities and may be purchased on long, easy terms through the Heating and Plumbing Finance Corporation. No down payment—3 years to pay. Ask your heating contractor for complete data.



Above—The Sirocco Unit Heater for high ceiling industrial areas. Right—The Venturafin Unit Heater for all other industrial uses, stores, warehouses, garages, auditoriums, markets, restaurants, and similar structures.

AMERICAN BLOWER INDUSTRIAL UNIT HEATERS

AMERICAN BLOWER CORP., DETROIT, MICH. • Division of American Radiator and Standard Sanitary Corp. • Canadian Sirocco Co., Ltd., Windsor, Ont.

"YOU START

The HYVIS "You Start or We Pay" guarantee speaks for itself. HYVIS Mileage-Metered Motor Oil is the **ONLY** oil that guarantees your motor will start at all temperatures, at all mileages. HYVIS backs this guarantee with actual cash . . . To make certain your car gets the advantage of correct oil *always*, use HYVIS Mileage-Metered Oils and Lubricants.

**ASK YOUR DEALER HOW THE
"HYVIS MILEAGE-METERED SYSTEM"
MAKES THIS GUARANTEE POSSIBLE**

for 3 -figure mileage . . .	[up to . . . 999]	use HYVIS 3
for 4 -figure mileage . . .	[from . . . 1000 to . . . 9999]	use HYVIS 4
for 5 -figure mileage . . .	[from . . . 10000 to . . . 29999]	use HYVIS 5
over 30,000 miles . . .	[from . . . 30000 to reborning . . .]	use HYVIS 6

(After reborning always count mileage as if car were new at that time.)
REG. U. S. PAT. OFF.

HYVIS

OR WE PAY"

The Broadest Guarantee
ever offered the Motoring Public

READ IT!

Fill in this side of card completely at time of purchase.

HYVIS EASY-STARTING GUARANTEE

SEASON 1937-1938

The use of Hyvis Mileage-Metered Winter Motor Oils in accordance with the Hyvis Chart eliminates ALL engine starting troubles due to oil. This guarantee supports that claim beyond question.

IF THE SERVICE MAN SAYS THE OIL IS AT FAULT, WE PAY THE CHARGES.

This certifies that we have drained the crank case of the car listed below and filled it with the proper quantity and grade of Hyvis Mileage-Metered Winter Motor Oil. If this car fails to start and the difficulty is attributed to the oil, Hyvis Oils, Inc., will pay the service man's charge up to \$2.50. Here are the only provisos:

1. Your word that you followed the Hyvis Mileage-Metered System.
2. The service man's word that the oil prevented starting.

If you ever feel you have a claim, fill in the other side and no questions asked.

Car Owner..... City..... State.....
 Street..... Speedometer Reading.....
 Address..... License No..... Hyvis No..... Date.....
 Car..... Quarts of Hyvis..... Hyvis Key Dealer Name.....
 Signed..... (This guarantee is void after April 15, 1938. A new guarantee should be issued whenever crank case is drained and refilled).

1620

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MILEAGE-METERED WINTER MOTOR OILS

"You can't disguise
this flavor..."



5¢

2 GLASS SIZE

10¢ FAMILY SIZE

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YOUR PROTECTION
—A GUARANTEE OF
REAL
Root Juices
IN HIRES ROOT BEER

Because of the real Root Juices
HIRES HAS A FINER FLAVOR
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NOW lower prices for bigger bottles of delicious Hires! Always refreshing and healthful... all the time... everywhere... at home or office, while shopping or driving... for sale at groceries, restaurants, refreshment stands. Always insist on genuine Hires. You'll enjoy its natural, wholesome flavor.

*It tastes so good -
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TIMELY



CLOTHES

Hollywood's Most Polished Voice

HERBERT MARSHALL* TELLS HOW THE THROAT-STRAIN OF ACTING CALLS FOR A LIGHT SMOKE

"In a recent scene," says Herbert Marshall, "I talk two minutes on the telephone. This scene took half a day to 'shoot'—four hours of painstaking voice shading. But even after scenes like this, I find that Luckies are always gentle on my throat. It's only common sense for an actor—or anyone else, for that matter—to want a light smoke."

The reason that Mr. Marshall—and you—find Luckies a light smoke is that the "Toasting" process takes out certain throat irritants found in all tobacco—even the finest.

And Luckies do use the finest tobacco. Sworn records show that among independent tobacco experts—auctioneers, buyers, warehousemen, etc.—Lucky Strike has twice as many exclusive smokers as have all other cigarettes combined.

In the impartial, honest judgment of those who spend their lives buying, selling and handling tobacco... who know tobacco best... it's Luckies—2 to 1.

*Co-starring with Barbara Stanwyck
in RKO's "A Love Like That"

A Light Smoke

EASY ON YOUR THROAT—"IT'S TOASTED"

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WITH MEN WHO
KNOW TOBACCO BEST
*It's Luckies
2 to 1*